Apollo 13
We Moon It!

Alien Abductions
Why Don't They Take Newt?

Pocahontas
Walt's Spinning in Their Grave!

MTV VIDEOS
No Kennedy—We Promise!

No. 341
December 1995

MAD

Our Price $1.99
Astronomical!

HOUSTON, WE HAVE A BIG PROBLEM!

Display Until December 26

HAUNTED BY THE GHOST OF CHRISTMAS PRESENTS?

SEND A 10-ISSUE SUBSCRIPTION FOR JUST $18 (CHEAP!)

AND SAVE $1.90 (BIG DEAL!) OFF NEWSSTAND PRICE!

UNLOAD A MAD GIFT SUBSCRIPTION ON A FAMILY MEMBER, FRIEND OR ENEMY
AND WE'LL UNLOAD ON BOTH YOU AND THE "GIFTEE" **ABSOLUTELY FREE!**
A 1996 LIGHTER SIDE/SPY VS. SPY 35th ANNIVERSARY POSTER CALENDAR!

For Faster Credit Card Service

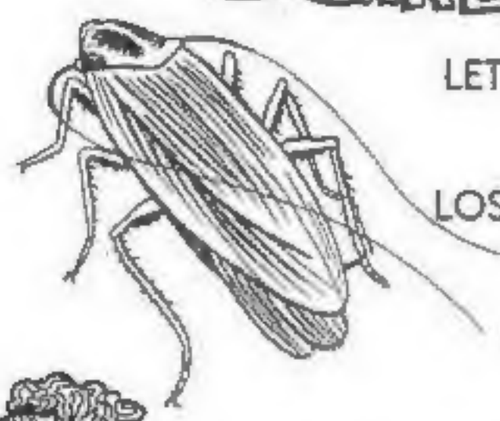
VISA or MASTERCARD ORDERS **CALL 1-800-4-MAD MAG**

9 A.M. - 5 P.M. Mon.- Fri. Eastern Time (U.S.A. Only!)
Operator-Elves Are Standing By!

Order today and we'll send a festive card announcing your crummy present!

Yule Need This Handy Postpaid Card
To Get Your MAD Subscription Rolling!

If postpaid card is missing write to: MAD
P.O. Box 0849
Baldwin, NY 11510



SCRREEEEEE

LETTERS AND TOMATOES DEPARTMENT: **Random Samplings of Reader Mail...2**

LOSING YOUR LAUNCH DEPARTMENT: **"Appalling 13" (A MAD Movie Satire)...4**

SERGE-IN GENERAL DEPARTMENT: **A MAD Look at Alien Abductions...9**

AN EMBARRASSMENT OF RICHARD'S DEPARTMENT: **A MAD Peek Behind the Scenes at a Coffee Bar...12**

WE ALL HAVE OUR BLUE CROSS TO BEAR DEPARTMENT: **How to Tell if You've Selected a Bad HMO...14**

JOKE AND DAGGER DEPARTMENT: **Spy Vs. Spy...16**

TRIBES AND TRIBULATIONS DEPARTMENT: **"Hokeyhontas" (Another MAD Movie Satire)...17**

DO THE RATE THING DEPARTMENT: **MAD's Parental Guide for Safe MTV Viewing...21**

FORTUNATE TELLERS DEPARTMENT: **These Days We Consider Ourselves Lucky...24**

DECEMBER 1995

MAD

NUMBER 341

"A teacher is someone who talks in our sleep!" — Alfred E. Neuman

BERG'S-EYE VIEW DEPARTMENT: **The Lighter Side of...26**

CIRCUS JERKS DEPARTMENT: **Duck Edwing Clowns Around...31**

A BAD CASE OF THE RERUNS DEPARTMENT: **Bottom of the Barrel Nick At Nite "Theme" Programming...34**

BUMP ON A LOGIC DEPARTMENT: **The "Makes About As Much Sense" Equivalency Chart (Part Two)...36**

ACHES AND BANES DEPARTMENT: **Ailments of Modern Technology...38**

A PAIN IN THE CREVASSE DEPARTMENT: **Rarely Noticed Gaps...40**

CHOKE AND GAGGERS DEPARTMENT: **MAD Interviews the Tobacco Executive of the Year...43**

STOP THE PRESTIDIGITATIONS DEPARTMENT: **Magic Tricks in Everyday Life...48**

MARGINAL THINKING DEPARTMENT: **"Drawn Out Dramas" by Sergio Aragones...Various Places Around The Magazine**

DON'T CARE PACKAGE DEPARTMENT: **"Who Gives a Rat's Ass?" by Russ Cooper...Various Places Around The Magazine**

FRONT COVER ARTIST: VINCENT DIFATE

BACK COVER ARTIST: JACK DAVIS

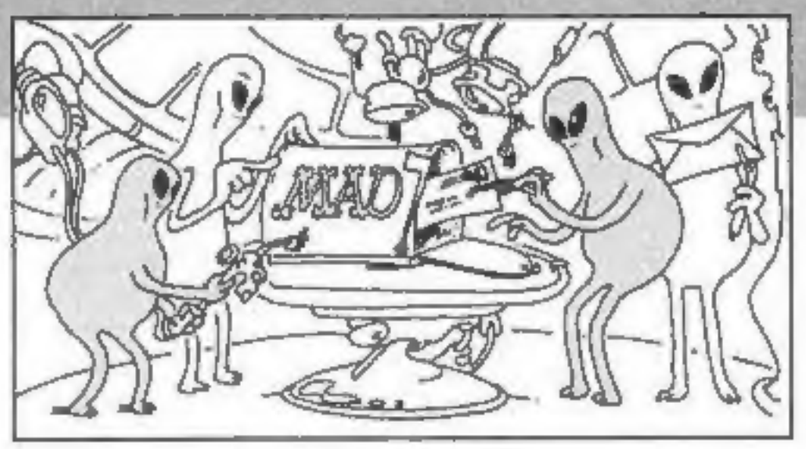
BACK COVER WRITER: MIKE SNIDER

MAD

William M. Gaines
founder
Jenette Kahn
president & editor-in-chief
Paul Levitz
executive vice president & publisher
Joe Orlando
vice president & associate publisher
Nick Meglin
John Ficarra
editors
Jonathan Schneider
art director
Leonard Brenner
graphics consultant
Tom Nozkowski
production director
Charlie Kadau
Joe Raiola
associate editors
Dick DeBartolo
creative consultant
Annie Gaines
general manager
David Shayne
assistant editor
Amy L. Vozeolas
editorial assistant
Maria Weisenborn
production assistant
Lillian Alfonso
subscriptions
Dorothy Crouch
resident suit
Contributing Artists
And Writers
the usual gang of idiots

MAD (ISSN 0024 9319) is published monthly except bimonthly for January/February, March/April and October/November by E.C. Publications, Inc., 1700 Broadway, New York, N.Y. 10019. Second class postage paid at New York, N.Y. and at additional mailing offices. Subscription in U.S.A.: 8 issues $15.50 or 24 issues $37.50 or 40 issues $59.50. Outside U.S.A. (including Canada): 8 issues $19.50 or 24 issues $51.50 or 40 issues $82.50.(Canadian price has GST tax included.) Entire contents © copyright 1995 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, P.O. Box 0849, Baldwin, N.Y. 11510. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence.

Printed in U.S.A.



LETTERS &

ROCK AND WRONG

I wanted to alert you to a minor mistake in #338's "Rock & Roll Closeups." The mandolin player in R.E.M. is Peter Buck. Bill Berry (the one with the bushy eyebrows) plays the drums, not the mandolin. Mike Mills (pictured playing the drums) actually plays the guitar. So, now you know!

Elissa Braitman
Manhattan Beach, CA

We apologize for the error, especially since, as everyone knows, the "M" in R.E.M. stands for "mandolin." Actually, we took another look at the Sam Viviano-illustrated article and that IS Mike Mills on bass, Bill Berry on drums and Peter Buck on the mandolin...turns out that before he began drawing this article, Sam was just sippin' too much of the monkey juice! —Ed.

In MAD #338 you had an article entitled "Breaking Down the MTV Generation." I understand that there are some imbeciles out there who can't discern the "Beauty and the Beast" motif used in the "I'd Do Anything for Love (But I Won't Do That)" video. Your figure of 4.2% is probably about right. The real mistake you made was in printing Meat Loaf's name. Any of his fans (including myself) will tell you that Meat Loaf is two words! By the way, Meat hates it when his name is misprinted. He also has a short temper, so perhaps you should make a short and sweet apology to Meat Loaf before he comes over and knocks out the rest of Alfred E. Neuman's teeth!

Melissa Stephens
Palestine, TX

Be thankful for small favors, Melissa — At least we didn't show Meat Loaf playing a @#&!* mandolin! —Ed.

MAD CELEBRITY SNAPS

Brooklyn, NY resident Roberto Santiago kicks off MAD Celebrity Snaps in a big way! On the right, Roberto mugs for the camera with renowned body shop mechanic/felon Joey Buttafuoco, and on the left hobnobs with Cuban honcho Fidel Castro! You know, Joey and Fidel have a lot in common! Each has been known to enjoy a fine cigar! Both have allegedly hired others to kill on their behalf! And most recently, the two have been approached by the FOX network to star in a pilot teaming them as an unlikely pair of undercover beach detectives! Go figure!

REAR VIEWS

Just thought I'd clear up a slight anatomical error in your article "Crimes of Fashion" (MAD #338). In that article, you made reference to "the dark recesses of the gluteus maximus (crack)." The "crack" between the two buttocks is actually referred to as the natal cleft. The gluteus maximus is the muscle in each buttock. Near it are the gluteus medius and the gluteus minimus. These three muscles are known as the glutei. They serve to rotate and extend the thigh.

Jacob Stulberg
Brooklyn, NY

Jacob — Here's an anatomical phrase we know we're using correctly — Kiss my ass! —Ed.

PAINS IN THE "DRECK"

Congratulations on a great issue. #338 was great! Nice work on that "Latchkey Kid Magazine" feature. I did notice you slipping up a bit in your movie satire "Judge Dreck," however. In the intro, you said it took place in the 21st Century, while on page six, one of the guards says that Judge Rico escaped from prison using advanced 30th Century technology. This is impossible, especially since the movie took place in the 22nd Century!

Alex Flipse
Coral Gables, FL

Alex — A good catch! We assure you, none of these mistakes would have happened if at least one member of our staff had actually seen the movie! And since you're caught up in this "century" thing, we have a few questions for you. 105 years from now, do you think the real estate company Century 21 will change its name to Century 22? Will it have to change the patches on all those real estate agents' blazers? And while they're at it, do you think they'll keep them that same repulsive mustard yellow color? Huh, Alex? Write back to us at 1700 Broadway, New York, NY 10019 and let us know what you think! And be sure to mark your envelope Attention: Waste Basket! —Ed.

In "Judge Dreck," you have Judge Rico say that he has been impersonating Sylvester Stallone and appearing in all the flop movies that Stallone has made. Actually, Armand Assante (Judge Rico) WAS in *Paradise Alley*. In fact, Judge Dredd marks Assante's third movie with Stallone (he had a small role in *The Lords of Flatbush*). Unless Assante has an "evil clone" as well, and the clone was the one who was in Paradise Alley.

Willie Holmes
Chicago, IL

Note to readers: We have two possible answers for this missive. Please check the one you prefer!
☐ Willie — Speaking of clones, why do we get the feeling that if crack forensic expert Dennis Fung cross-checked your DNA with a rock, he'd come up with a positive! —Ed.
☐ Willie — Kiss my Assante! —Ed.

MAD MUMBLINGS

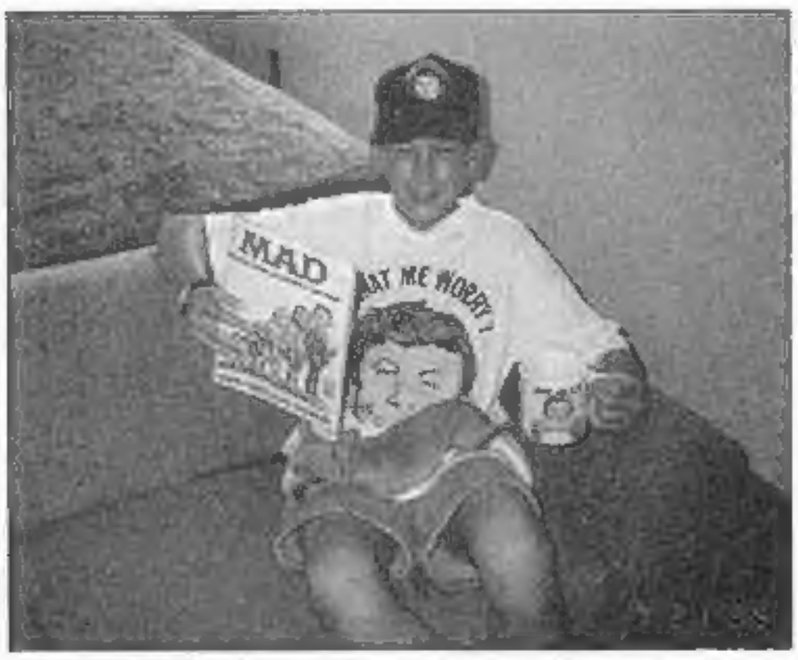
I like Alfred so much that I named my dog Harvey — Tony Olivas, Idaho Springs, CO... Why do my toes sometimes smell like bacon? — Karl Rohner, Glenn Dale, MD...I think of you every time I hurl! — Jason Clark, Santa Barbara, CA...I'm 39 and have no life. Can you tell? — Linda S. Gale, Council Bluffs, IA...Your magazine sure does taste good! — Sam Cook, Ringgold, GA...Ever notice that the word "flamingo" has never appeared on the cover or page 24 of MAD? — Douglas DeVore, Coldfoot, AK

TOMATOES DEPARTMENT

MAKING A COLLECTOR CALL

I'm a MAD collector and have hundreds of your magazines. I also collect other MAD stuff like shirts, games, hats, etc. (The enclosed picture of me doesn't show, but I'm also wearing a MAD watch!)

Ben Niekamp
Independence, KY



Ben — Thanks for your great letter! One question — What's the name of that yahoo with the hat whose lap you're sitting on? —Ed.

"YOU'RE A WINNER AND A LOSER"

In issue #338, you forgot something in the article "You're a Winner and a Loser.": If you win a free one-year subscription to MAD Magazine...YOU'RE A WINNER AND A LOSER!

Jeremiah Warren
Tucson, AZ

You forgot another one — If your name is Jeremiah and you live in Tucson, AZ...YOU'RE JUST A FLAT-OUT LOSER!!! —Ed.

INSIGNIFICANT DATA

MAD #342 ON SALE DECEMBER 26!!

MAD SUPER SPECIAL # 110 ON SALE DECEMBER 26!!

Have you used your free MAD calendar yet? There's a new month full of bizarre holidays and odd images ready for downloading at the beginning of that month! Where can you find it? On America Online's DC Comics Online! Correspond with the Usual Gang of Idiots and other MAD fans, download MAD color images and text (now files all the time!) and more! All you need is a computer, modem and a major credit card or checking account! If you don't already have America Online, call 1-800-203-2600 for a FREE starter kit and 10 FREE hours!

Longtime MAD writer Dick DeBartolo will be appearing at the MID-OHIO-CON at the Hyatt Regency in Columbus, Ohio On November 25th and 26th! He'll be signing copies of his book *Good Days and MAD*, performing his "Backstage at MAD Magazine" slide show and passing bad checks! You've been warned on all counts!

FAX MAD AT (212) 506-4840

ECCH RATED MAD

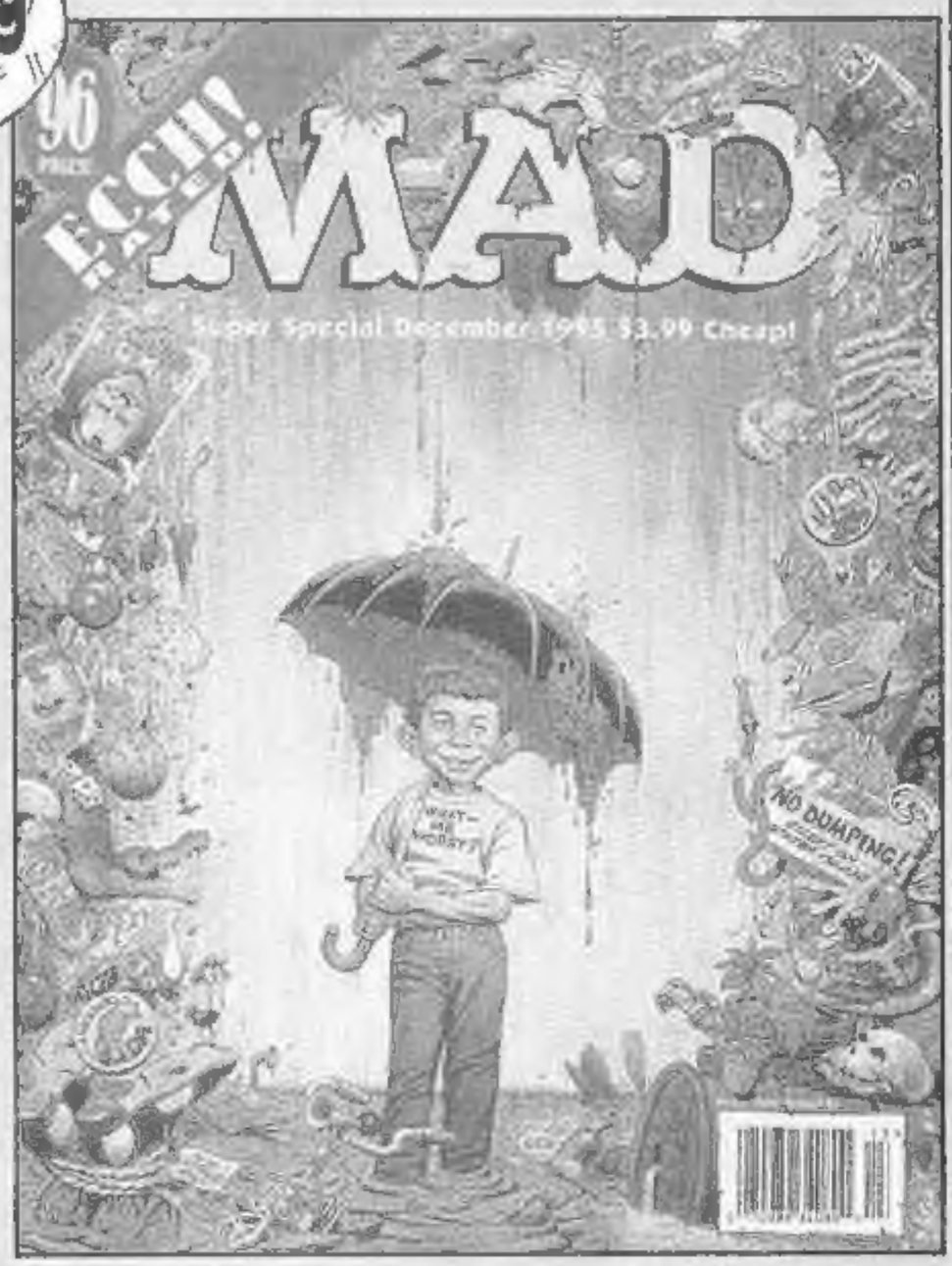
THAT'S ECCH AS IN:

ECCH-ceptionally Lame!

ECCH-stremely Revolting!

ECCH-cessively Tasteless!

INCLUDING A BONUS ECCH-cerpt: "The Lost Pages"!



ON SALE NOW WHEREVER ECCH-ceedingly MORONIC MAGAZINES ARE SOLD!

(Think of the future - mainly ours! Buy an ecch-stra copy!)

Please Address All Correspondence To: MAD, Dept. 341, 1700 Broadway, N.Y., N.Y. 10019.
MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope!

My mama said that life is like a box of choc-o-lates!

Right now, it's more like a box of Ex Lax! It may look good at first, but a while after you eat it — YECCH!

From up here you can look down on Earth and all the people who could have used the money we spent on this unnecessary moon shot to prevent starvation and fight diseases! But I'm still glad we did it!

THIS END UP

STP

APOLLO ½

...and what are the qualifications that you look for in an astronaut for this particular moon shot?

There are four! Each candidate must be proficient in physics, mathematics, navigation and, perhaps the most important one of all, he must be a "hunk"!

JOHN GLENN LOOK-ALIKE CONTEST WINNER

YOU'RE GOING TO THE MOON!

THE SPACE RACE BEGINS...

I realize these guys risk their lives for these missions, but aside from that, are they really such heroes? After all, the ground crew in Houston figures out the solutions to every problem and brings them back home! The astronauts are just following Houston's orders!

Oh, really? And just who would you call a hero?

Someone who does something valiant yet doomed, no matter how stupid it seems! Like the morons at MAD Magazine who put Judge Dredd on the cover of an issue thinking that bomb would be an even bigger movie than this one!

MAD JUDGE DREDD FUL

This is Houston Outta-Control! We're all glad we did it! This movie may be one small step for man, but it's one giant leap for all of our careers!

LOSING YOUR LAUNCH DEPT.

The year, 1970. After a slow start, the American space program is finally in high gear, landing a man on the moon before the Russians. NASA develops a sterling reputation as the one government agency that actually get things done right. Then comes this transmission:

"Houston, we have a problem."

Not enough oxygen, not enough power to insure a return to Earth, and worst of all, the astronauts can't flush their own waste. The year, 1995. This gripping story is now a hit movie.

"Hollywood, we have a problem!"

Our satire has no oxygen not enough power to sustain reader interest over five pages, and worst of all, we can't flush out a better title than...

APPALLING 13

ARTIST: ANGELO TORRES WRITER: STAN HART

I wasn't worried a bit! I knew that Neil Armstrong's moon landing would be perfect!

How could you be so sure?

Not only did we have the latest technology, the most accurate telemetry, and the finest minds in celestial navigation, but the astrology section in the newspaper said, "Today will be a good day for traveling!"

I've got good news for me and bad news for you, honey! My good news is that I've been chosen for the Appalling 13 flight to the moon! Your bad news is that there's been a cutback in the funding for the space program!

Why is that bad news for me?

Because they chose you to make sandwiches for the entire flight!

That's no big deal! There's only three of you for seven days!

What about the five hundred guys on the ground crew at Houston Outta-Control? Start spreading the peanut butter!

FEAR of FLYING

HEY, DAD!

MAY KORN BREAD

I MARRIED THE WRONG STUFF

LOST IN SPACE AND DEAD

This funding cutback is **serious!** So instead of our **regular** training apparatus, we have to use what we can get, like this **make-shift** travel simulator, but we **have no choice!**

We were **lucky** to be able to **borrow** these **suits** from the **Michelin Man!**

I think you're going about this **saving money business** the **wrong way!** Besides, my kids'll **kill me** if anything happens on the trip to **their pet goldfish!**

I've been **scrubbed** from the **mission!**

How come?

The **doctors** are afraid I might have contracted **Jock itch!** They're worried that it could **flare up** during the **flight** and seriously affect my **sanity!**

How could **Jock itch** cause someone to go **crazy?**

Trying to **scratch himself** while **wearing these outfits!**

Oh my God! I lost my **wedding ring!** It **slipped off** while I was in the **shower!**

Was it **valuable?**

Only as a **contrived omen** for this movie!

Houston to **Appalling 13!** Congratulations to Commander Level for the **perfect liftoff!** And congratulations to Mrs. Level for some of the **finest peanut butter sandwiches** we've ever had!

No wonder things are all **screwed up** around here! Half the guys' jaws are **stuck like glue,** and the **computers** are **all gooky!**

WE DON'T DO WINDOWS 'TIL '95

I've always **wondered** what happens to our **waste matter** when we jettison it into space! Doesn't it **pollute the atmosphere?**

Not to worry! It all manages to **float down** and **settle** in **New York City subway stations!**

YECCH!

Damn! One of the **oxygen** tanks **exploded!**

That's **terrible!**

It's **worse** than you think! The **warranty** on parts and labor **ran out yesterday!**

Level to Houston! **Remember** when I said that people who do things **second** are **never remembered?** Like the **man** who landed in America **after Columbus,** or the **guy** who **flew solo** across the Atlantic **after Lindbergh?** As the **secondary men** on the moon, we were worried that **nobody would remember us,** either! Well, we just **solved** that problem! **We'll be remembered** for being the **first men** ever **lost in space!**

The Appalling 13 mission is in real trouble! In this hour-long news special we will follow developments as they happen!

This is having a terrible effect on the children!

You can understand how awful they feel! Not only has *Hee Haw* been pre-empted, but so have *The Jim Nabors Hour* and *The Englebert Humperdinck Show!*

This is terrible! It's a catastrophe!

What are you showing on your screen, Krass?

A pair of eights! But the dealer's showing three queens!

Why do I get the feeling you're not much of a team player, Krass?

We can't use the controls! You're going to have to fly this thing in by the seat of your pants!

If you knew what was happening in the seat of my pants right now, you wouldn't say that!

Ground control says that we don't have enough electricity in the spacecraft to make it back! We'll have to siphon off the power from the lunar module!

If we were street kids instead of college graduates, we could hot wire the damn thing and get back easily!

Splattingly is simulating the conditions of the men on Appalling 13! That way, we'll be able to recreate their exact experiences and help them solve their problems!

But it's extremely cold in there! What if we can't thaw him out?

Then we can use him in the beer cooler on NASA picnics!

It's all your fault! You didn't have enough experience to fly this thing!

Oh yeah? I have a valid learner's permit and I logged twice as many hours on "It's A Small World" as you!

Let's stop this bickering! He's qualified! He was brilliant when he soloed on the "Splash Mountain" ride!

We're having a little **trouble**, but we're confident that **Appalling 13** will **come through** it **just fine!**

You believe that?

Of course! Would anybody in the **Nixon administration** ever lie to the press?

The President is **demanding the odds** on the mission's **safe return!**

See? He's not the **cold, unfeeling monster** you always make him out to be!

He wants to know **where** to put his money in the **"They won't make it back alive" office pool!**

Grandma Level, Jim is in **great danger!** His space ship **might not make it** back to **earth!**

I'm **ninety years old** and **sick** and now I'll **worry myself** to **death!** Why did you have to tell me this?

Because **I never liked you!**

Mrs. Level, how do you feel about the **probability** your husband **won't make it back?**

I'm **relieved!** Now **I won't** have to **tell** him I **lost** my **wedding ring** in the shower!

This is the **medical team** in Houston! Why are you discontinuing the **medical experiments?**

We didn't mind when you monitored our **pulse rates, heart beats** and **lung capacities!** But when you asked us to do **prostate gland examinations** on each other, that was **too much!**

I **understand** that you're very **worried!** Is it about the amount of **heat** those guys will be exposed to on **re-entry?**

No! It's about the amount of **secondhand smoke** that I'm being exposed to in this damned **command center!**

Hoo, boy! That was some **wild** ride!

You said it! I wonder what Splattingly did to **simulate** that **thrilling experience!**

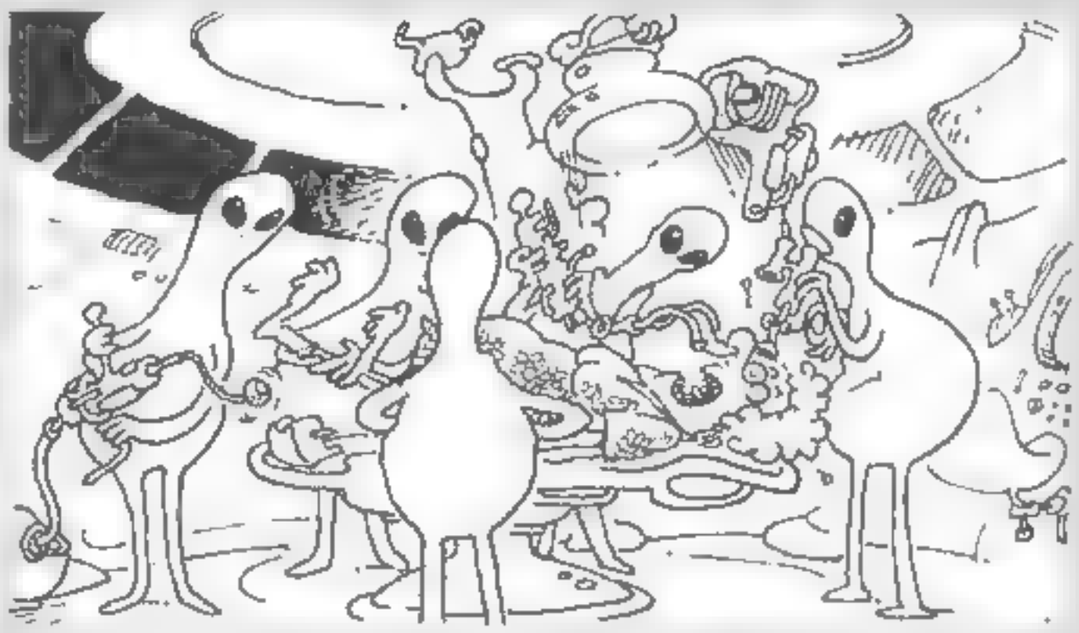
Let him out of that ground capsule and **we'll ask him!**

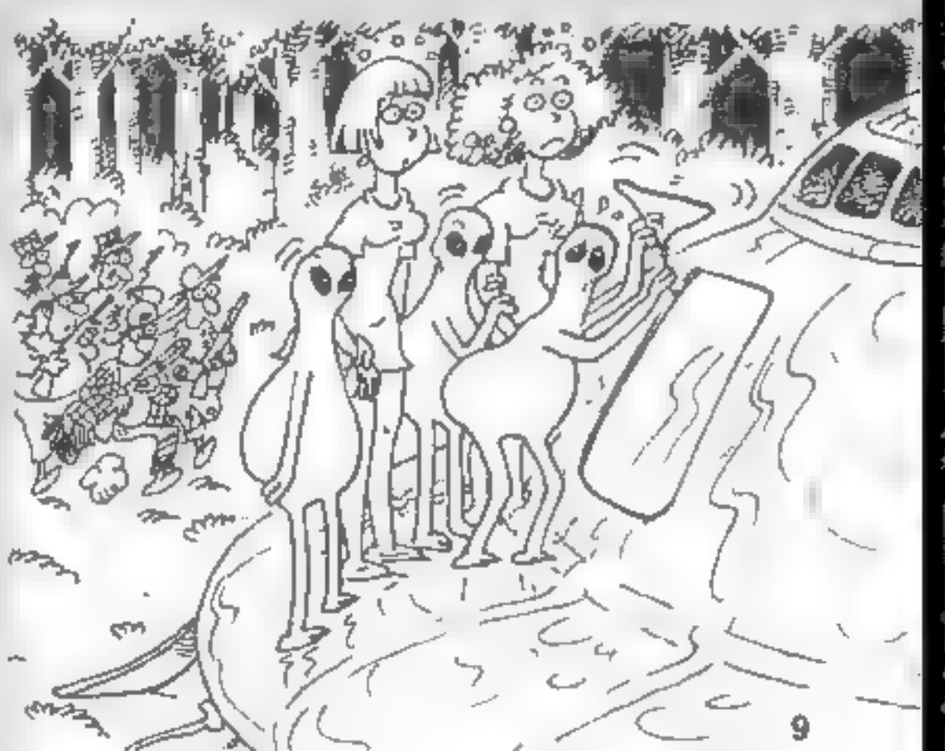
You were in there **with my wife?!?**

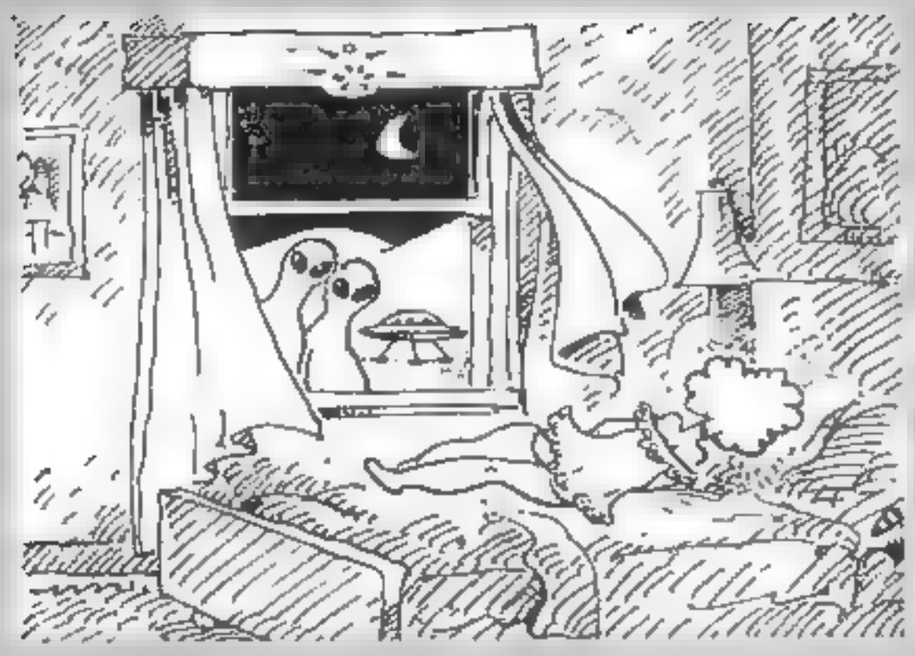
Hey, ol' buddy! That's what **friends are for!** Just like back in flight training! **Lift-off, thrust, re-entry...**

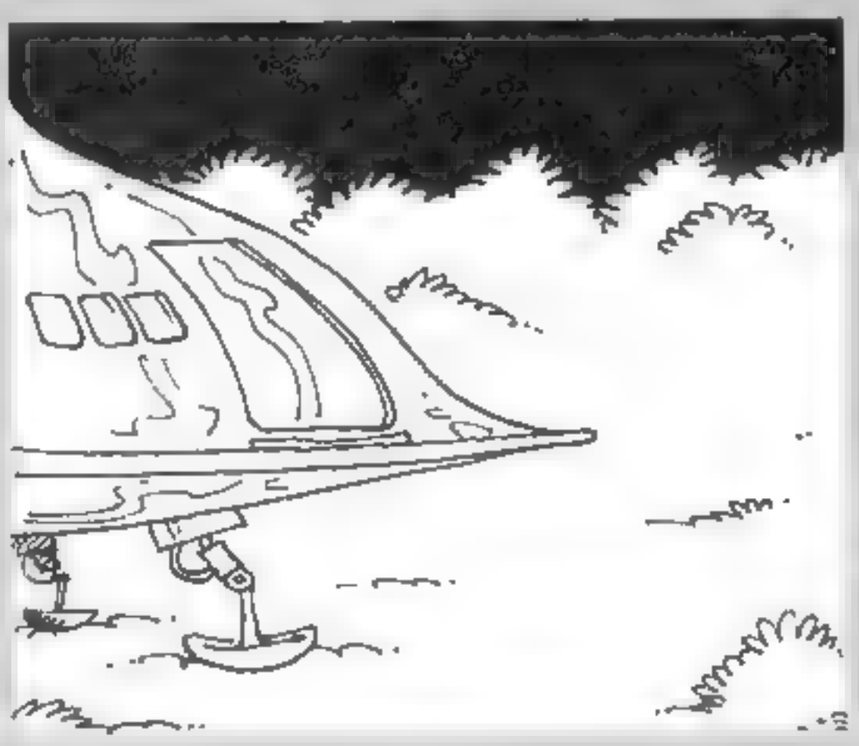
A MAD LOOK AT ALIEN ABDUCTIONS

ARTIST AND WRITER: SERGIO ARAGONES



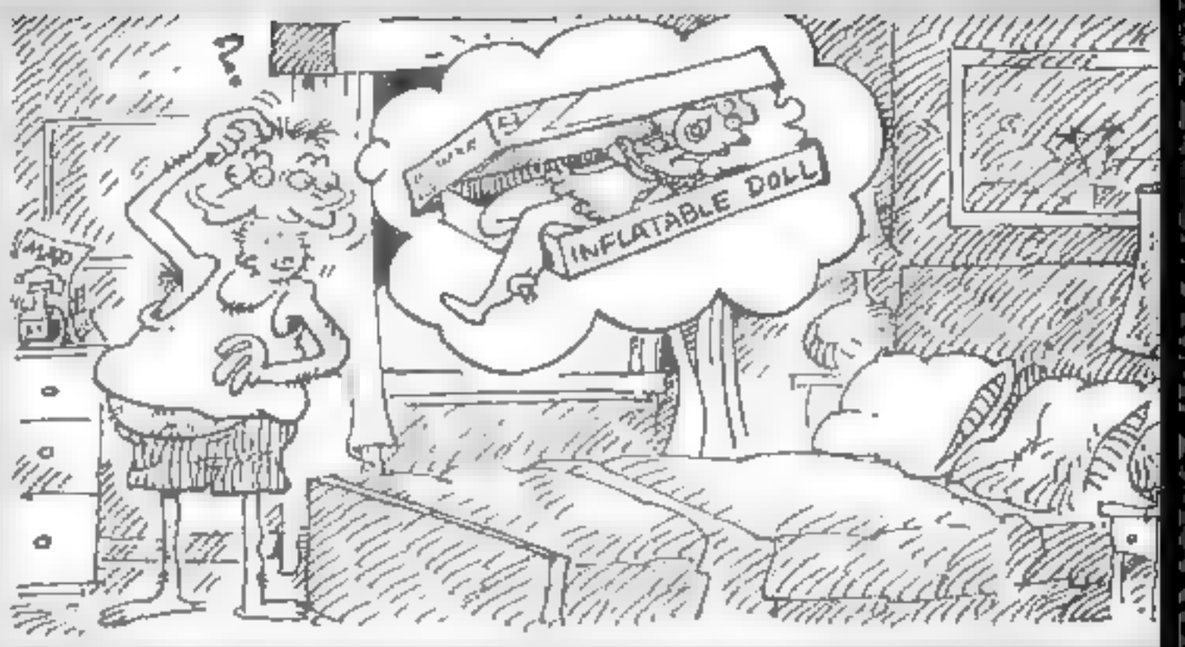




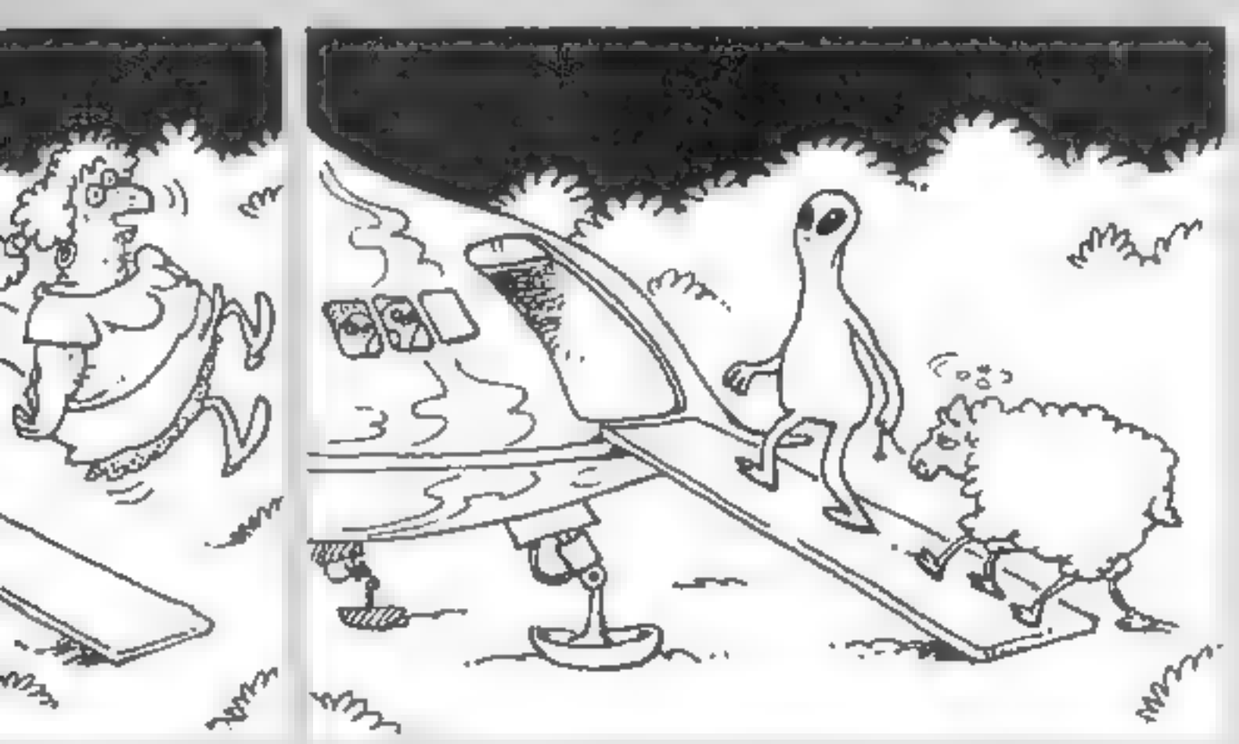


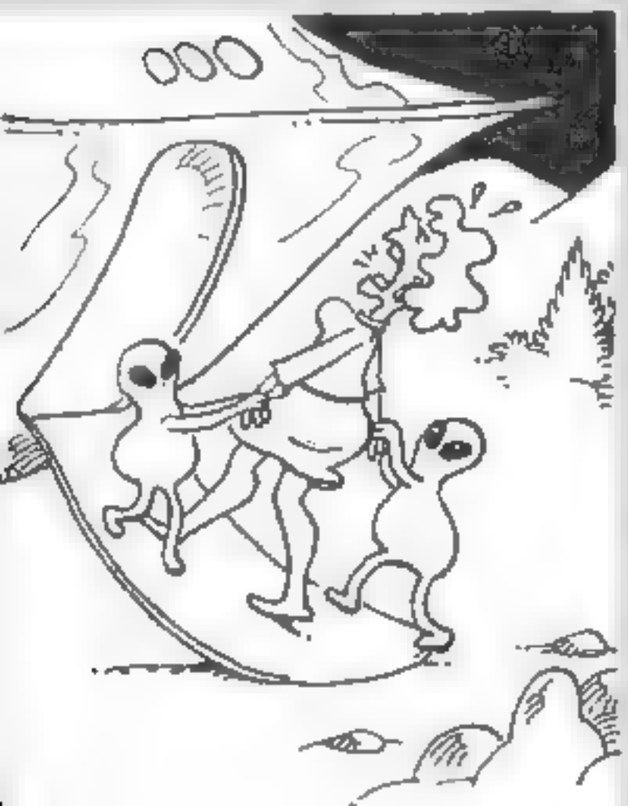
Tom Snyder's snore-infested pre-interview never-ending off-on-a-multidimensional-tangent-that-has-nothing-to-do-with-anything-anyone-on-this-particular-planet-has-even-the-slightest-measurable-interest-in drone-a-thon "anecdotes"...WHO GIVES A RAT'S ASS!?!

PFFZZZ


?
INFLATABLE DOLL

BOOK STORE
BEST SELLER





ALASCHES

AN EMBARRASSMENT OF RICHARD'S DEPT.

Wanting to get away from the same old grind, one of the drips at MAD, who's full of beans, came up with this perky look at a topic he feels is grounds for humor. We're talking, of course, about funeral homes! Oh, okay, it's really...

A MAD PEEK BEHIND THE SCENES AT A COFFEE BAR

Are you sure you want me to make these sandwiches so small? At $5 each, won't the customers complain?

Nah! Once I place them next to the tiny danish and the itty bitty cookies, those sandwiches will look huge!

How do we mix the secret "house blend"?

What strength of coffee do you want? We have everything from weak to super strong!

How strong is super strong?

Let me put it this way: If you can still hold the cup steady after the first sip, you get it free!

They're not kidding! I poured half a cup of the stuff into my gas tank last week and I still can't get the ignition to turn off!

Somebody help me! I'm impaled on this stool!

The owner deliberately buys the most uncomfortable seats possible so the customers don't spend too much time drinking their coffee here, but these new seats are just too small!

I know! This will be the third one we've had to forcibly remove today! Get the Jaws of Life!

We'd like to secretly replace the coffee you serve here with Folger's Crystals!

LOTTA BUCKS

OPEN

What's a nice girl like you doing in a place like this?

Please! I stopped going to dreary singles bars so I wouldn't have to hear lines like that!

But this isn't a dreary singles bar! It's a very hip, very now coffee bar!

ARTIST: SHARY FLENNIKEN WRITER: DICK DEBARTOLO

It's **easy!** Just **sweep up** all the various **beans** that **fell on the floor** and **grind them up** in one **batch! Voilà!** You have our **secret "house blend"!**

How come the **special flavored coffees** are **$1.00 more** a cup **than** the **regular brew?**

Because we use a **penny's worth** of **artificial flavoring** and **then** give them our usual **100% markup!**

I **accidentally dropped** an **envelope** of **hot chocolate** into this urn of **coffee! Now** what **do I do?**

Label it **"Double Dutch Chocolate Sumatra Surprise"** and **charge** an **extra 50 cents** a cup!

COFFEE DRINKS

MENU

What **kind** of **coffee** do you **have today?**

Sorry, we **don't sell** coffee **anymore!**

How **come?**

We **make** so much **money** selling **COFFEE BAR** logo **shirts, mugs** and **stuff,** we **took out** the **coffee bar! We needed more space** for the **merchandise!**

May I give you a tip?

Yes! It would be **greatly appreciated!**

My tip is to **stop stuffing** the **tip jar** with **dollar bills** to try and **fool** us **customers! We** all **know** that **no one leaves** a **dollar tip** on a **$1.50 cup of coffee!**

You're **too late!** We already use **Folger's Crystals!** At **$1.50 a cup,** customers are **so caught up** in the **coffee bar experience,** they **assume** it **can't be** that **canned crap!**

I don't know the **difference** between **cappuccino, café latte, café con leche** and **café au lait!**

Don't worry, most of our **customers don't** either! And if they **complain** about what you hand them, just **say, "That's** the way **we make** it here — the **RIGHT way!"**

You're **right! Your place** or **mine?**

What's going on this week at Garrison Keillor's Lake Wobegon...WHO GIVES A RAT'S ASS!?!

WE ALL HAVE OUR BLUE CROSS TO BEAR DEPT.

While the bozos in Washington D.C. continue prattling over health care reform, more and more Americans are turning to the wonderful world of the Health Maintenance Organizations (HMOs). You know, those little companies that enable people to get somewhat adequate medical help for cheaper prices. (But you remember what your mom said about getting what you pay for, right?) With the market flooded with these organizations it can be an ordeal just choosing one, so here's MAD's sure-fire way...

HOW TO TELL IF YOU'VE SELECTED A BAD HMO

ARTIST AND WRITER: JOHN CALDWELL

You're the only human waiting to be treated.

Every time the doctor writes a prescription, he brags, "I used to feed these to Elvis like they were M&Ms."

Prior to a minor surgical procedure, the doctor asks if you'd mind filling out a toe tag.

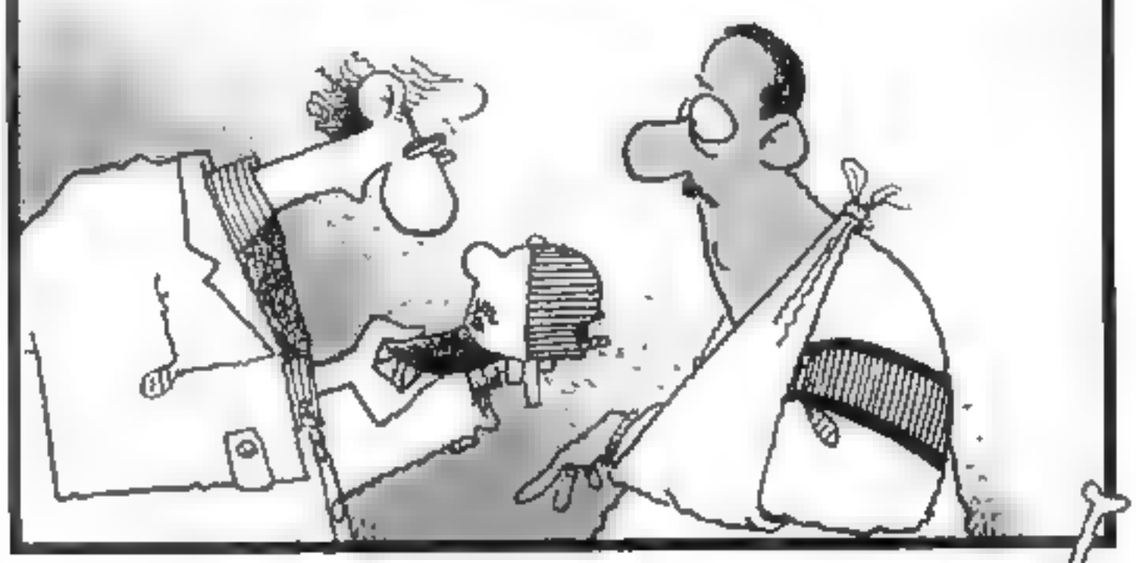
The dental coverage only includes spinach removal.

The doctor loses it every time he examines your symptoms.

The clinic has a drive-in window service.

The doctor makes a habit of calling in his cousin, the janitor, on consultations.

Your doctor elects to treat a suspicious lump in your hat.



The doctor's techniques are not exactly "state of the art."

Your chest examination consists of your doctor holding a polaroid of your chest up to a light while wearing magic x-ray specs.

SPY vs SPY
RAT-
TAT-
TAT-
TAT-
TAT-TAT
RAT-TAT-TAT-TAT-
RAT-TAT-TAT-TAK-
KLIK!
KLIK!
KLIK!
KLIK!
FSSSSSH...
BA-
BOOM!
BOOM!
M&C

TRIBES AND TRIBULATIONS DEPT.

HOKEYHONTAS

Take a famous Indian maiden who changed the course of history, and reduce all her accomplishments to an hour-long, soppy love story, throw in a talking tree, a ravenous raccoon, and some animated T&A for fringe perverts (like you!) and leave out all the true historical facts! What do you have? Plenty of...

ARTIST: WALT F. ROSENBERG

WRITER: DICK DEBARTOLO

I like standing on this ledge because I get a good view of everything! And the men on that ship can get a good view of me! I must look really hot with the sun highlighting my skintight dress! Even if I must say so myself, I'm well-developed for my age!

She ain't kidding! Check your history book — when the English landed, Hokey-hontas was only 12 years old!

The Disney people make sure their animation is perfect, but they don't care much about reality!

Hmmmm. I have a feeling the white man will try to do to my daughter what he always tries to do to the red man!

Look at that land! Unspoiled natural beauty for as far as the eye can see! I'm really going to have to work hard to turn this place into a modern wasteland!

If anyone can do it sir, you can!

He may be Governor of this new settlement, but as his aide, I'm the King of the ass-kissers!

There are so many trees, and I have such a little bladder! It will take me years to lift my leg on all of them!

I hope there are some pretty birds in this new land! My pickup lines have worn thin in London, but here they'll sound fresh! I may even try them out on some of the local female savages!

In the name of King James, I christen this settlement "Kingstown"!

Don't you think it should be named after King James?

Okay, I christen this settlement "Kingstown Jamestown," but it sounds redundant to me!

As your father, I have something important to discuss with you Hokeyhontas! Hokum, the brave warrior, has asked for your hand in marriage!

But I don't want to marry him, father!

Why not? He is a stalwart warrior, an honest man and a good provider!

Great traits for a happy marriage, but I need some giggles in my life and no one's as dull as Hokum! Behind his back, the other braves call him "The Wild Bore"!

Besides, my dream takes me down a different path!

You feel that way now, but I see the wild mountain stream joining the steady river!

But I see the winds of a thousand hurricanes blowing me in a different direction!

And I see an aching butt if you don't obey me and I have to put you over my knee!

You're not going to spank me, father! I'm a woman of the '90s! Sure, it's the 1690s... but still! — spanking is out!

Grandma Wilted, do you think I should marry Hokum?

I don't know, child! Do YOU think YOU should marry Hokum?

Gee, Grandma Wilted, you're the world's first shrink — answering a question with the same question!

Is she really taking advice from a tree?

Well, yeah, but don't worry! Before she follows any of it she runs it by that rock over there!

I keep having this dream...

Tell me about it!

Do you have time?

Hey, I've been planted in this spot in the earth for over 2,000 years! Do I have the time? No, I have to run in to town to pick up a few things!

Not only are you the world's first shrink, you're the world's first stand-up comic!

In my dream I hear strange, spooky voices!

They are the voices of the spirits! They are everywhere! In the wind... In the brook... In the flowers... Listen to what they say!

I do! But the brook says one thing and the wind tells me to do something else! The clouds say the wind is full of...er, wind, and the flowers confuse me with talk of "safe" pollination!

RESERVATIONS

CANCELLATIONS

I'm Hokey-hontas and I'm an Indian maiden!

I'm John Smith and I'm a hunk!

Is John Smith your real name, or just what you use to check into hotels for a one night stand?

Boy, for a young maiden you seem to have a lot of experience!

Why did you sail to this land?

The others came to this new land to look for gold! I came to see the wonders that lay beyond the ocean!

I'm glad to hear that, because there is absolutely no gold at all around here!

Hmmm, I wonder what time the next ship sails back to London!

White man danger-ous! No one is to go near them! They carry lethal weapon! Espe-cially the one with the voice like Mel Gibson!

You must listen, Hokeyhontas, and not see that man again! Even if he seems full of excitement when compared to Hokum!

When compared to Hokum, that rock seems full of excite-ment!

Forgive me for keeping my eyes shut John, but my father forbid me to see you anymore!

He will change his mind after we show your people how to use this land properly and live like a modern tribe!

But my people have lived here for hundreds of years in perfect tranquility!

That's not a modern life! You need taxes, landlords and general angst to enhance your lives!

AAAAAHHHHH!

There are so many questions in my life that are puzzling!

You can ask Grandma Wilted, the tree! She knows everything!

You talk to the trees?

There's not much in the way of entertainment in these parts! You take what you can get!

You've got a good soul, young man, and tight buns!

This tree is great for the ego! I wish we had something like this back home!

Why don't you take back some of my roots? I always wanted to open up a branch office!

An ego booster and a sense of humor! If this thing with Hokeyhontas doesn't work out, I just might give this girl a whirl! I'll just have to watch out for the splinters!

Hokum was shot dead today by the white men!

Are you sure? He can be so dull, it's hard to tell if he's dead or alive!

He's dead, and now John Smith must pay with his life!

If you take his life you must also take my life! And chop down the talking tree, and kill the raccoon and the bird...

All right, enough already! I got the damn picture! Good God!

Don't worry, Hokeyhontas, I'd rather die tomorrow than live a hundred years without knowing you!

You're just saying that to make me feel better about the situation!

Actually, I'm just saying it to make your father feel good! He's the one with the giant club!

Stop this hatred! Please listen to the wind, father!

Heed your daughter! Don't do it! This could make you look bad in the history books!

You have convinced me, Hokeyhontas! From this day on we will trust the white man!

He is making one big mistake!

A big mistake? Forget it— try a humongous mistake!

The Indians have put down their weapons! They will not fight!

Those are exactly the kind of odds I love!

The white men stole all the land from the Indians, and the Indians got nothing in return for it!

Not exactly! They did get gambling rights!

You're so brave! You saved my dad's life by stopping the bullet meant for him!

Yeah, I only wish I hadn't stopped it with my chest!

John, are you going to be okay?

Well, I have insurance, but I have to go back to England! I'm only covered if I'm treated by the company doctor!

If he'd stopped the bullet with his head, there would've been less damage!

John Smith gave me something to remember him by — a baby!

Come on Hokey-hontas, it's my turn to use that ledge!

Boy, this sure is a busy ledge! And notice Hokey-hontas is holding her baby to the sky, just like Simba in *The Lion King*!

Hey, don't knock it! If this epic makes as much as *The Lion King*, we can all go and buy our own ledges!

DO THE RATE THING DEPT.

MAD's Parental Guide for Safe MTV Viewing

Gangsta rap! Riot Grrls! Death metal! Yanni! Yes, Mom and Dad, the weird world of music can be a scary place to let your kids run free. As experts from Bob Dole to Charles Manson can tell you, music can have a powerful negative effect on soft little brains. But how can a responsible parent possibly monitor a 24-hour video channel, to tell the wholesome clips from the harmful ones? The only way is to do what you've done with every other issue in your kids' lives — let someone else take charge! We at MAD are happy to offer the following examples of inspirational, decency-filled video music entertainment that will keep your whelp squeaky clean, thanks to...

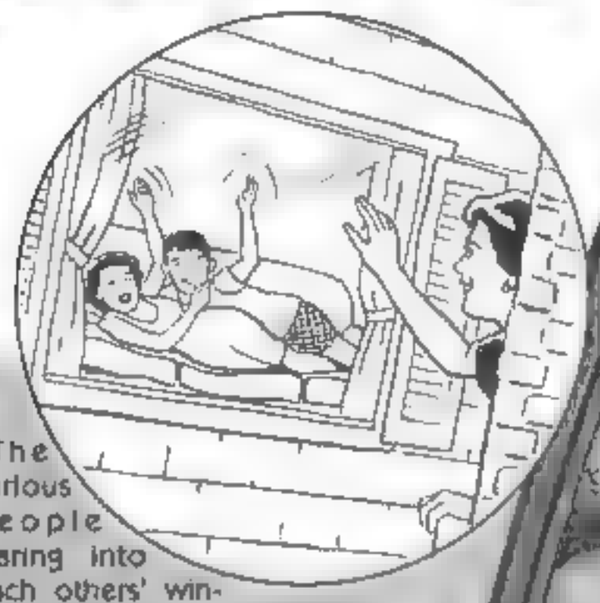
ARTISTS: LESLIE STERNBERGH & RAY BURNS WRITER: DESMOND DEVLIN

*By giving the burnout slacker naked Fotobooth pictures of themselves, the two girls demonstrate how homemade gifts can be even nicer than the kind you buy at big stores

*The scene where the two girls shoplift the horny old coot blind supplies valuable security tips to pervy businessmen everywhere.

AEROSMITH
"Crazy"
★★★★
EXCEPTIONALLY FINE TV

*Showing how to win cash prizes at strip clubs teaches kids the importance of a strong work ethic.



*The various people staring into each others' windows proves that the neighborly spirit is alive and well

*Purple-haired punks wandering the streets in formation is just one of the many alternative neighborhood patrols that can reduce crime.

GREEN DAY
"When I Come Around"
★★★★
SPIRITUALLY ENLIGHTENING

*Aimlessly walking from dusk until dawn can be an easy and potent element in a healthy cardio-vascular regimen

SNOOP DOGGY DOGG
"Gin and Juice"

★★★★

INFORMATIVE AND EDUCATIONAL

*By waiting until after his parents have left before inviting 80 or 90 drunken friends to come over, Snoop shows the proper respect for his parents' feelings.

*Between the guy sitting on the toilet and the guy puking into the sink, we learn all about the digestive system's successes and failures.

*The scene depicting Snoop with four sex partners will give him and all convicted felons some kind of preparation for prison life

NINE INCH NAILS
"Closer"

★★★★

HIGHLY RECOMMENDED

*Seeing the terrified monkey strapped into the chair reminds us all to always buckle up!

TOM PETTY
"Mary Jane's Last Dance"

★★★★

FUN FARE FOR YOUNG AND OLD ALIKE

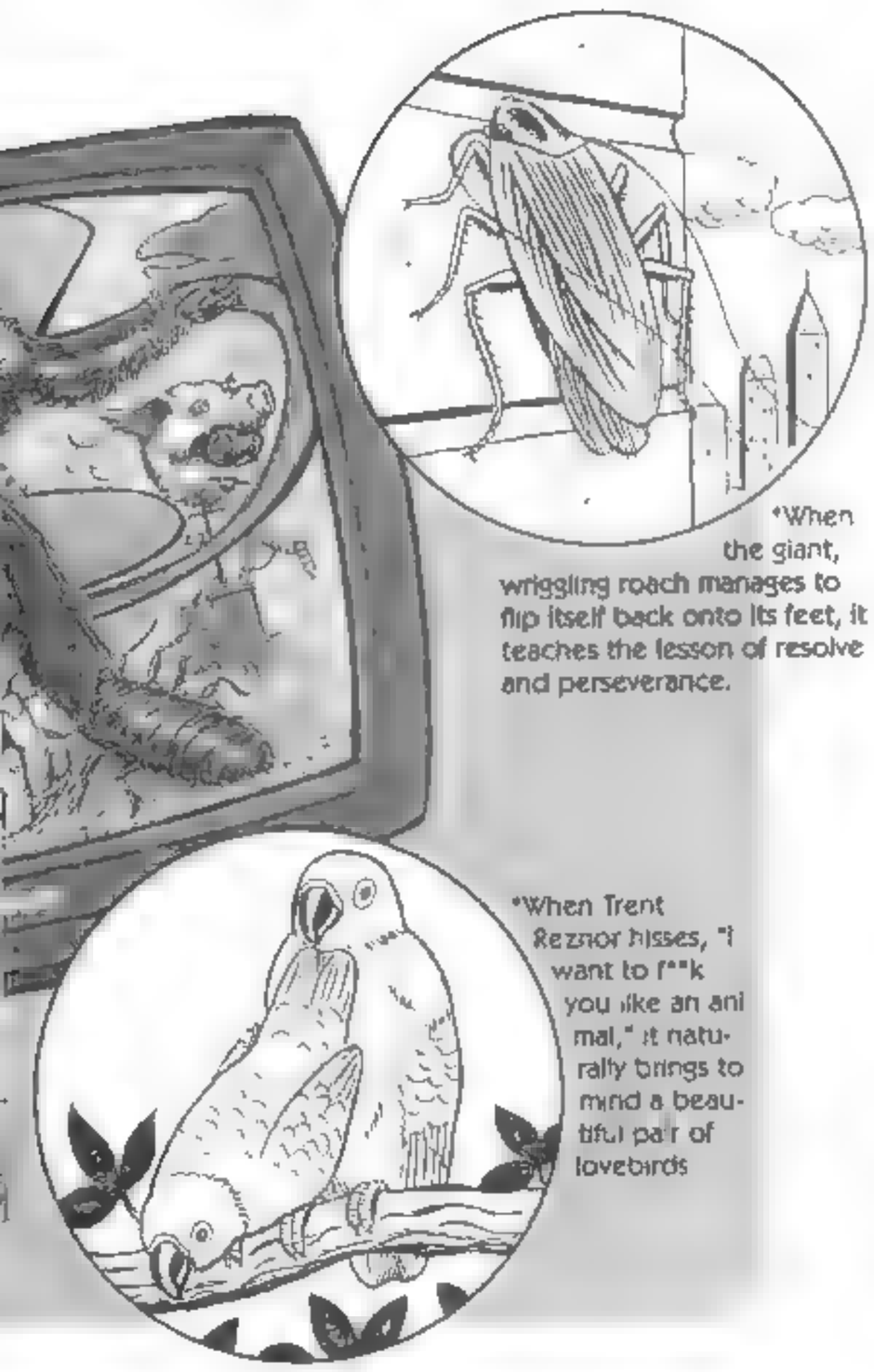
*Stealing corpses from the morgue provides viewers a viable alternative to the depressing singles scene.

*The woman in the body bag is a much-needed role model for all terminally-inconvenienced, oxygen-deprived embalmed-Americans.

ROLE MODEL

SERVE CHILLED

*Unlike other rock stars who blatantly flaunt their sex appeal in smutty videos, Tom Petty teaches humility by graciously deferring to a rotting worm's lunch.

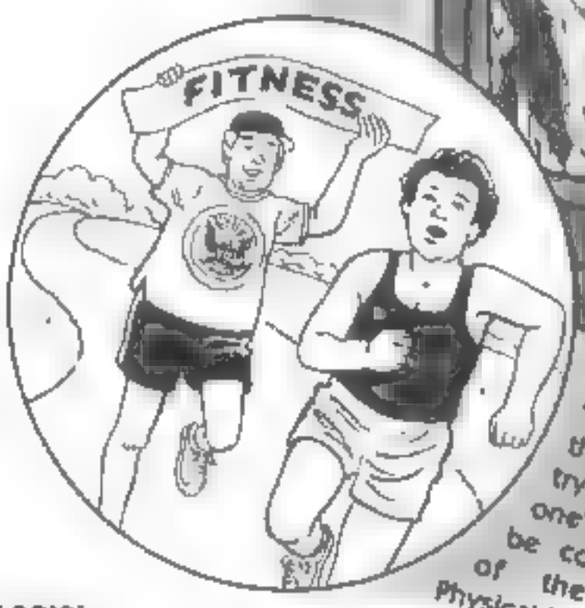


*When the giant, wriggling roach manages to flip itself back onto its feet, it teaches the lesson of resolve and perseverance.

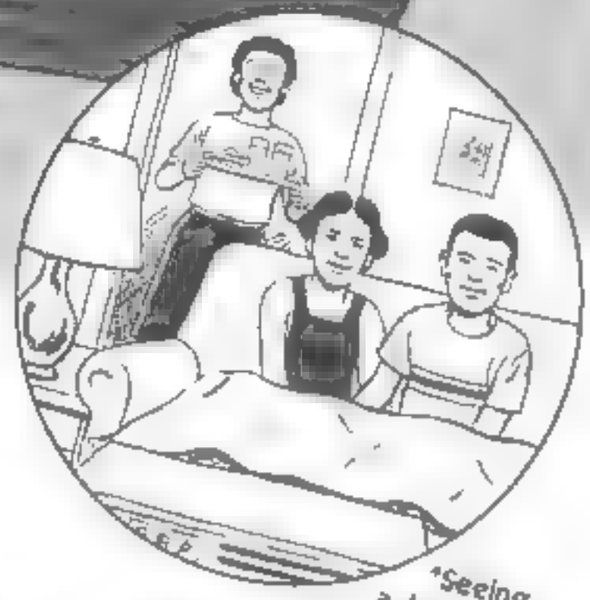
*When Trent Reznor hisses, "I want to f**k you like an animal," it naturally brings to mind a beautiful pair of lovebirds

MADONNA
"Take A Bow"
★★★★
WHOLESOME FAMILY VIEWING

*When the naked bullfighter walks across broken glass in his bare feet, it's a badly-needed reminder that 90% of all accidents occur in the home



*Running through the streets while trying to keep one's top on can be considered part of the President's Physical Fitness Program.



*Seeing a half-nude Madonna writhing in bed while watching a man kill an animal on TV is, technically, safe sex.

MAD TV WHO GIVES A RAT'S ASS!?!

PEARL JAM
"Jeremy"
★★★★
INSPIRING - A MUST SEE FOR ALL

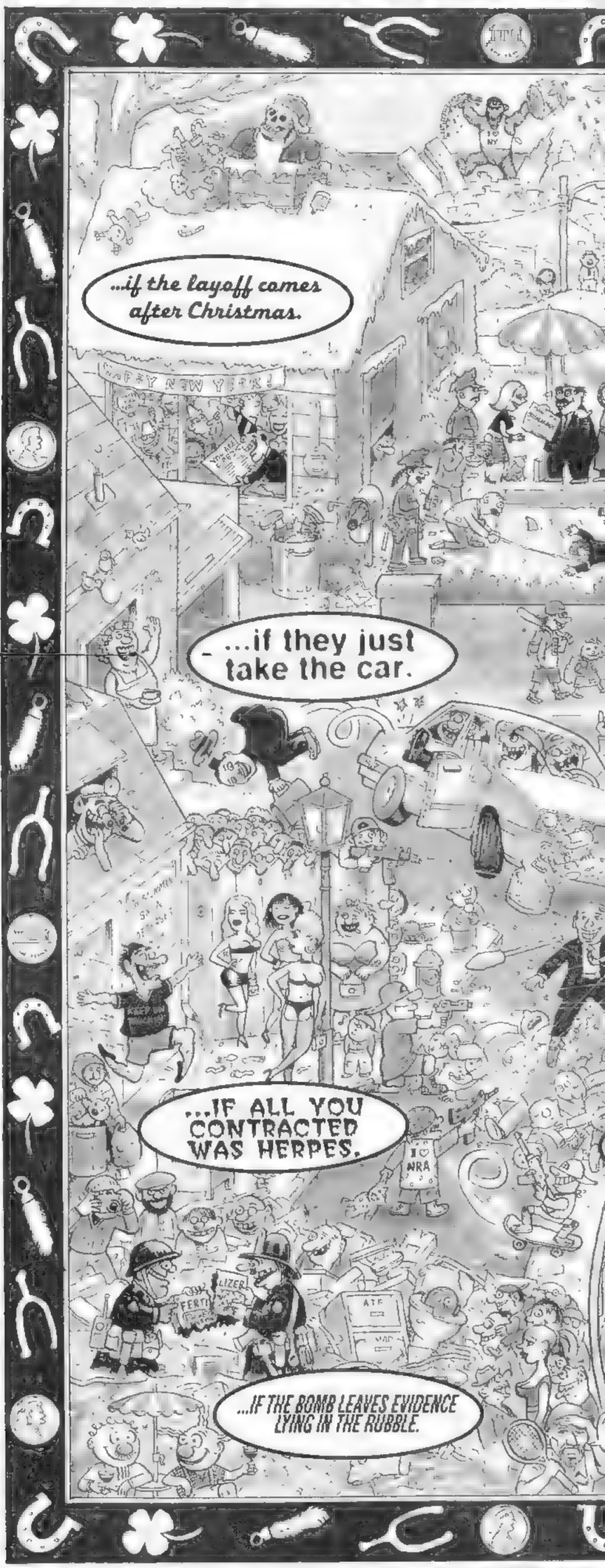
*When Jeremy is surrounded by pointing, cackling classmates, it proves that it only takes 17 muscles to smile, but 42 to frown

*Unlike Kurt Cobain, Jeremy demonstrates the power of togetherness and sharing by committing suicide at school

*The two- and three-word sentence fragments that pop up throughout the video are more reading than most kids usually do in a month.

**You don't have to be a brilliant sociologist or a c
changing – and not for the better! Standards are
tions and the dark outside forces appear to be ag
we probably won't live long enough to have to en
you don't believe this doom & gloom assessment,**

THESE DAYS WE CONSIT


...if the layoff comes after Christmas.
...if they just take the car.
...IF ALL YOU CONTRACTED WAS HERPES.
...IF THE BOMB LEAVES EVIDENCE LYING IN THE RUBBLE.
I ♥ NRA
ATF

ARTIST: TOM BUNK

crusty old geezer to notice how much the world is dropping drastically, everyone has lower expecta- gainst us at every turn! On the upside, chances are ndure most of the degradation that is occurring. If , read the following and see if you don't agree. . .

DER OURSELVES LUCKY...

...IF THE SERIAL KILLER WHO DUMPED THE BODY DOWN THE ROAD DIDN'T KNOCK OUT THE CABLE.
...if the family of the prowler who accidentally drowned in the pool doesn't sue.
SCHOOL BUS
...if grade schoolers just pack box cutters and not semi-automatics.
BUILDING ON
...if the crossfire only grazes us.
SANTA MARIA
...IF THE SHARP THING WE STEP ON AT THE BEACH IS JUST A SHELL.

WRITER: BUTCH D'AMBROSIO

Where the hell that dink Waldo (or that dolnk Carmen Sandiego) is...WHO

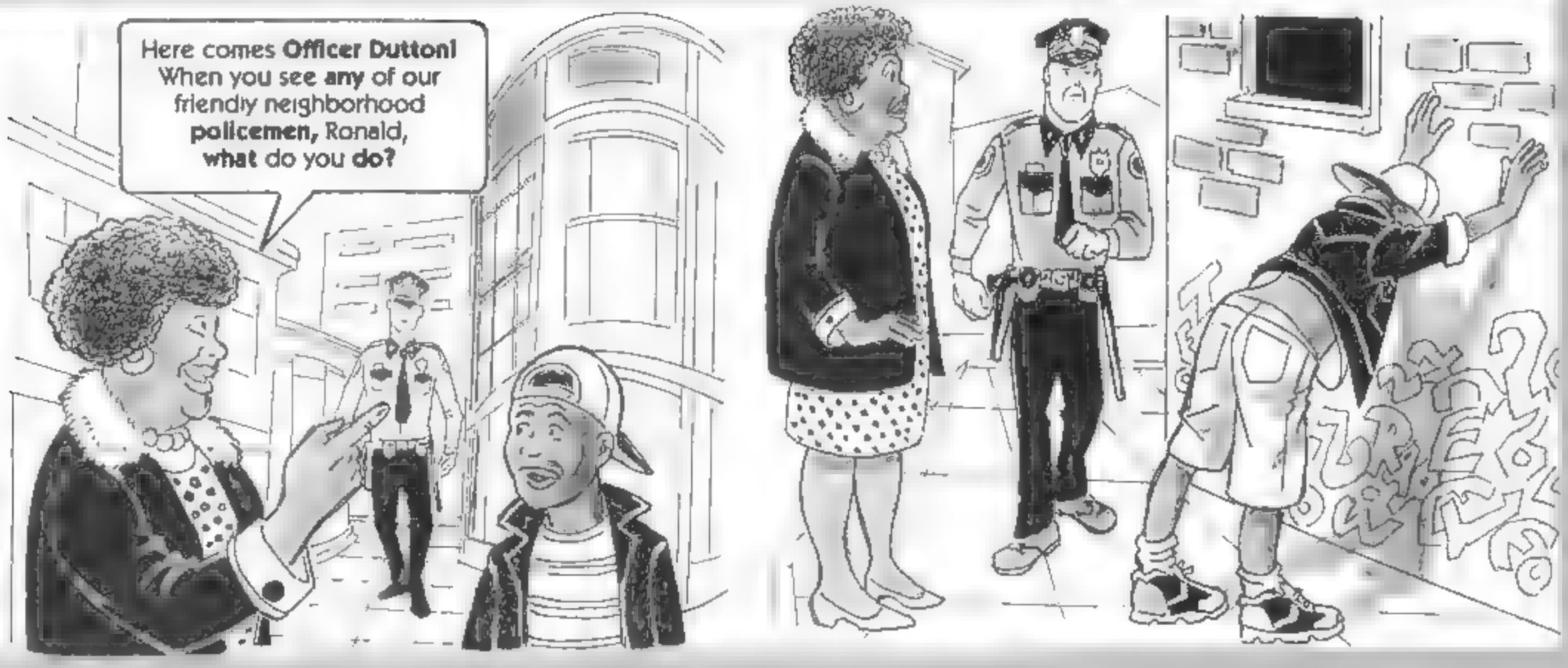
The LiGhTeR SIdE Of...

ARTIST AND WRITER, DAVE BERG

VIDEOS

Turn that racket off! I can't think straight with that horrible noise!
Noise? What are you talking about? This is "MTV Unplugged"!
No, this is MTV unplugged!

INNER CITIES



TRAVEL

SCHOOL TESTS

Unlistenable musician Prince changes his name to Unpronounceable Hieroglyphic...WHO GIVES A RAT'S ASS!?!

RESPONSE

GIFTS

I heard you got a new watch for your birthday!
It's the greatest! It's water-proof, shock-proof and shatter-proof!
Sounds cool! So, aren't you going to show it to me?
Sorry, but I can't! Unfortunately it isn't "I-can't-remember-where-I-left-it" proof!

SETTLEMENTS

Mrs. Conway, the court grants you a divorce and will see to it that you receive one thousand dollars a month!
That's awful nice of you, Your Honor!
I'll even toss in a few bucks myself!

FINANCE

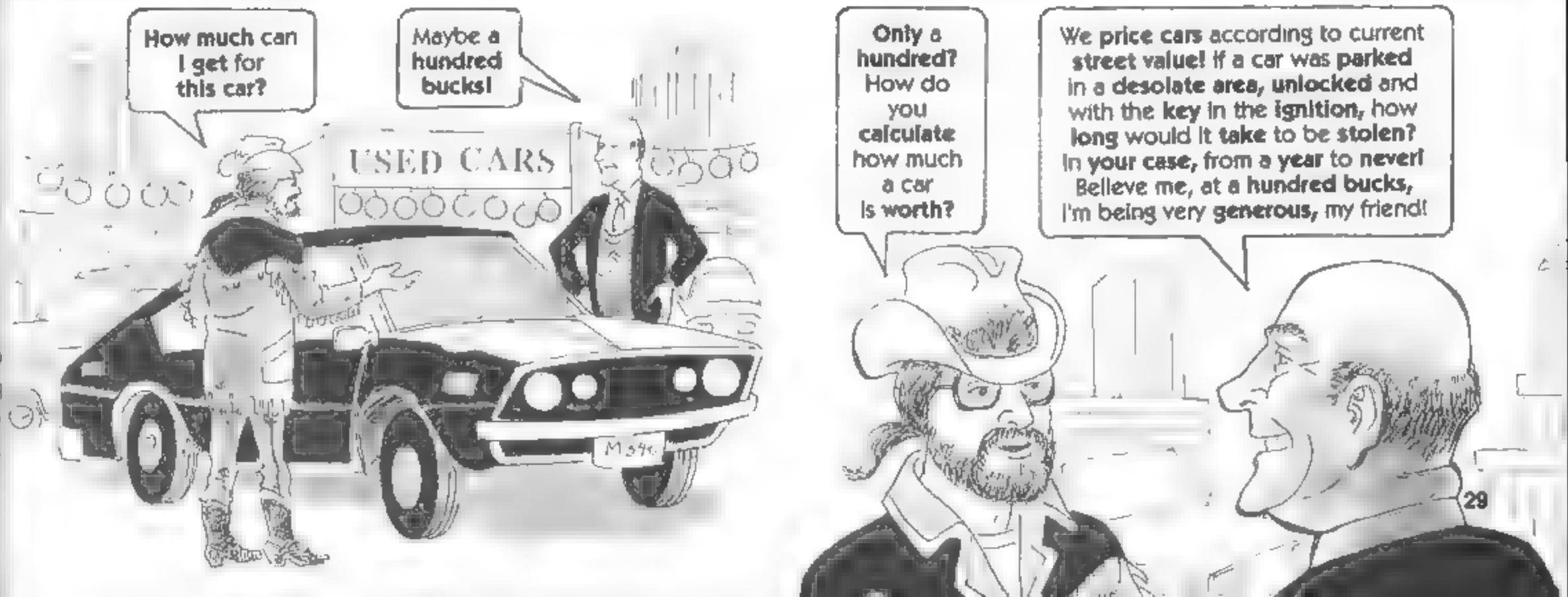
How can you say that I do whatever the TV ads tell me to do? I'm a totally independent thinker!
These charge accounts say otherwise, my dear! Tell you what, if I choose a TV commercial whose message you can ignore, I'll take back what I said!
Okay, Dad! You've got a deal!
Since you're going to meet Alice and Linda at the mall, I choose the American Express credit card commercial!
Today, leave home without it!

THERAPY

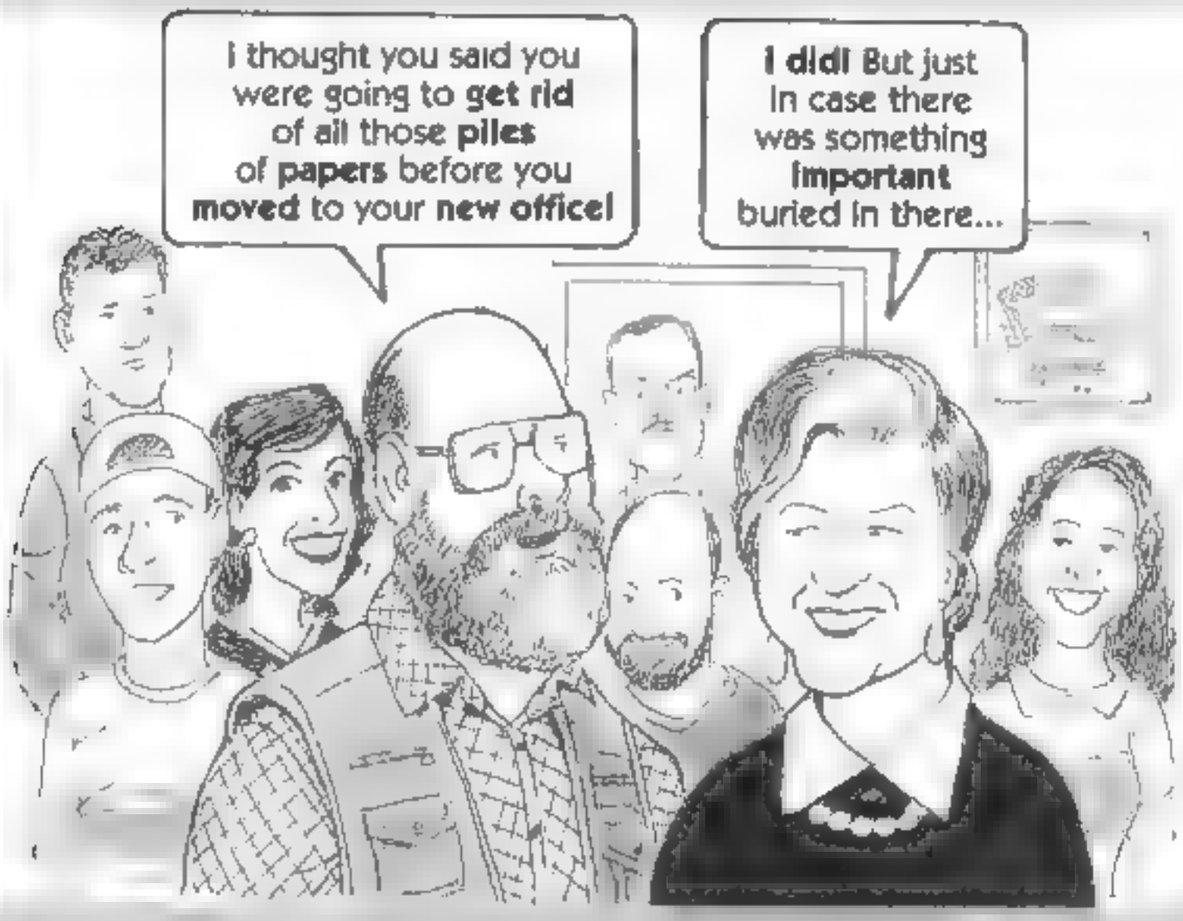
Which calcified traitor trash slut claims Bill Clinton waved his winkie at her..."WHO GIVES A RATS ASS!?"

So you say you are God! Then tell me, how long ago was it that you created this planet?
Not now, Doctor Forman ..
...I didn't come here to talk shop!

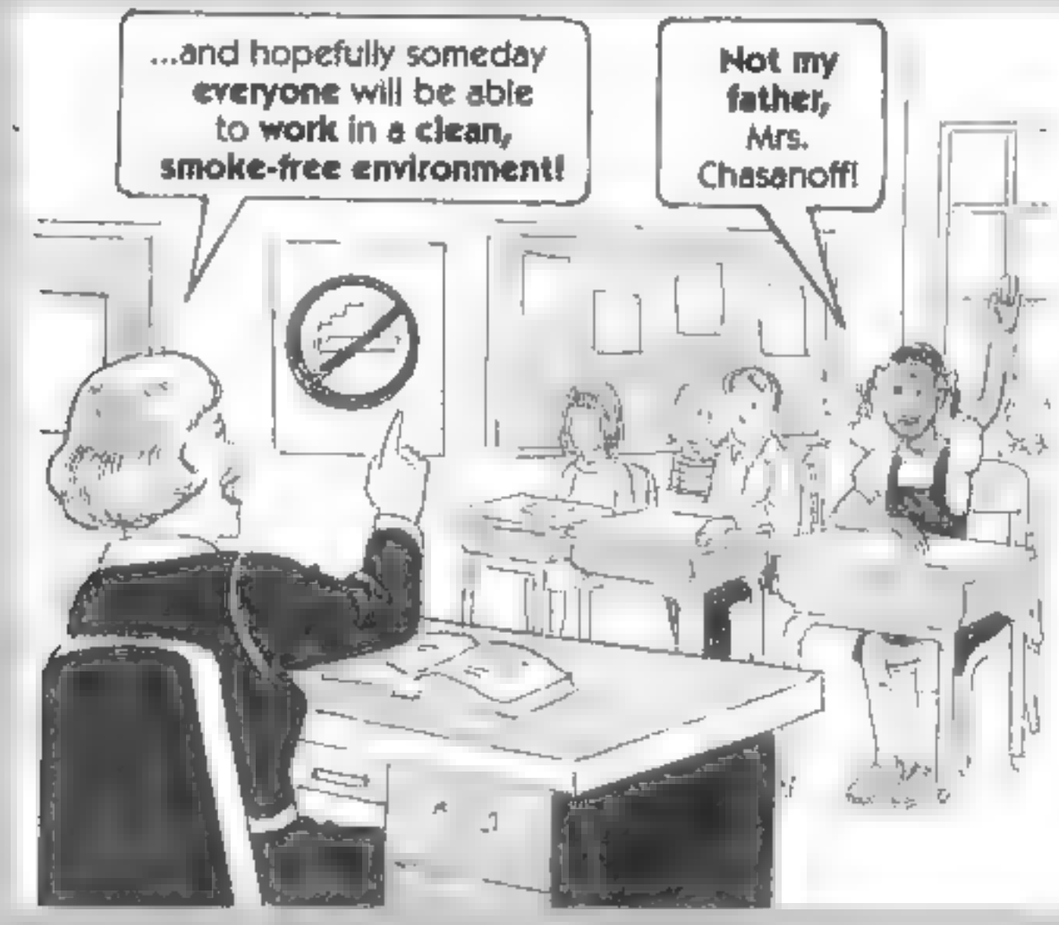
RELATIVITY


How much can I get for this car?
Maybe a hundred bucks!
USED CARS
Only a hundred? How do you calculate how much a car is worth?
We price cars according to current street value! If a car was parked in a desolate area, unlocked and with the key in the ignition, how long would it take to be stolen? In your case, from a year to never! Believe me, at a hundred bucks, I'm being very generous, my friend!

THE OFFICE


I thought you said you were going to get rid of all those piles of papers before you moved to your new office!
I did! But just in case there was something important buried in there...

EXCEPTIONS



DOCTORS

CIRCUS JERKS DEPT.

DUCK EDWING

CLOWNS AROUND

ARTIST AND WRITER: DUCK EDWING

That long-awaited Hall & Oates reunion...WHO GIVES A RATS ASS!?!

Okay, that's two BURGERS, one small FRIES and two DRINKS! Thank you! Pull around please!

HOLD IT! It's time for my COFFEE BREAK!

DINK

Sorry...

You don't LOOK sorry! STEP OUT of that car and I'll WIPE that SMILE from your face!

HELP! My GOLDFISH are trapped in a HOUSE FIRE!

POOSH

PSSSH

PUTT PUTT

SCREET

VREET

There it is! SOB! Oh, HURRY!

What'll you have?

PIE!

SPLAT!

Hey! Where's my COFFEE?

CLOWN DINER

PSSSSST

BOOM

KLIK SQUEEK

CLAP CLAP CLAP

CLAP CLAP CLAP

SPRITZLE

FWINK FWINK

TAP TAP

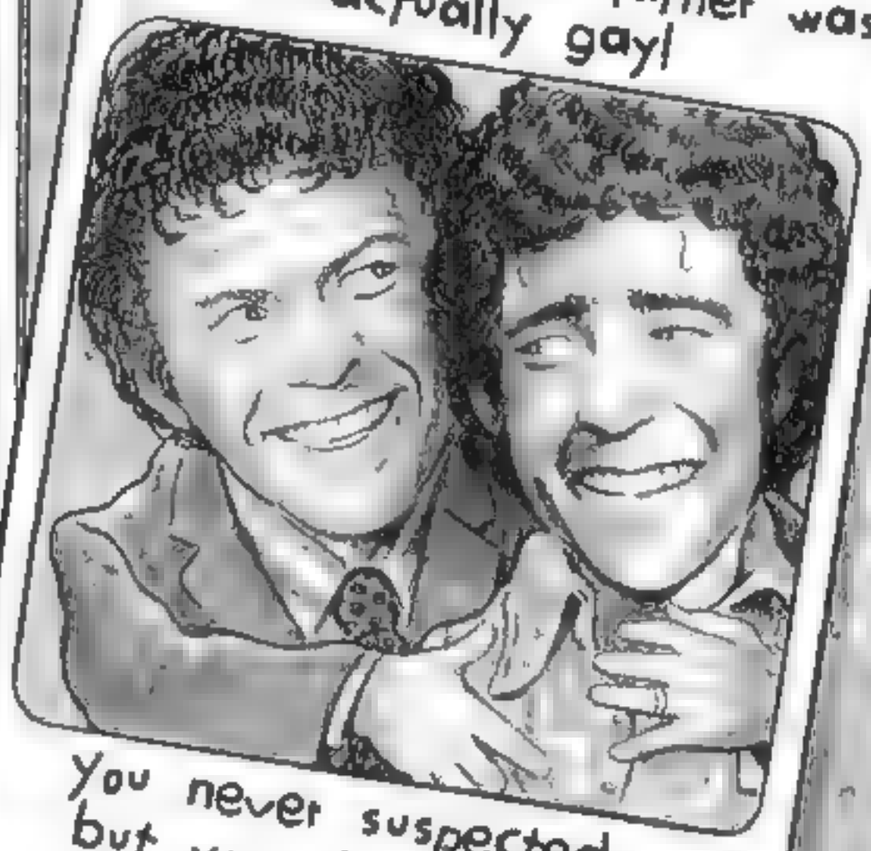
A BAD CASE OF THE RERUNS DEPT.

BOTTOM OF THE BARREL "THEME" PROGRAMMING

NICK at NITE

What do you do if you're a 24-hour Cable TV network whose target audience's bedtime is 9 P.M.? Well, if you're **NICKELODEON**, you fill those odd hours with crappy old re-runs, call it **NICK AT NITE** and try to suck in as many addle-brained couch potatoes as you can by *"re-packaging"* the sludge into *"special event"* programming. So far, they've tried things like *"I Love Lucy Tuesdays,"* and *"Bewitched BeWednesdays,"* *"The Partridge Family Marathon,"* and *"Bad Date Episodes of The Mary Tyler Moore Show."* But there are only so many mediocre ideas like those. Pretty soon, they'll be down to the truly-awful ideas, like these examples of...

"Brady Bunch episodes with clues that the father was actually gay!



You never suspected... but you should have!

Tribute to Even-Numbered "guest agents" of Get Smart

if they're divisible by two -- we got 'em!

ARTIST: DREW FRIEDMAN
WRITER: MIKE SNIDER

Monkees episodes where you can really tell they're not playing their own instruments!

Mike not playing the guitar! Peter not playing the bass! Mickey not playing the drums! Davy not playing the tambourine!

The "Joe Friday tells off a hippie" episodes of Dragnet!

you draft-dodging, pot smoking, hippie punk! you'll get the chair for this!

"Seven Days of Shatner Overacting"!

Every Star Trek Episode! Every T.J. Hooker Episode! Every Rescue 911 Episode! Plus -- dozens of "over-the-top" guest appearances on other shows! Can you endure the entire week?

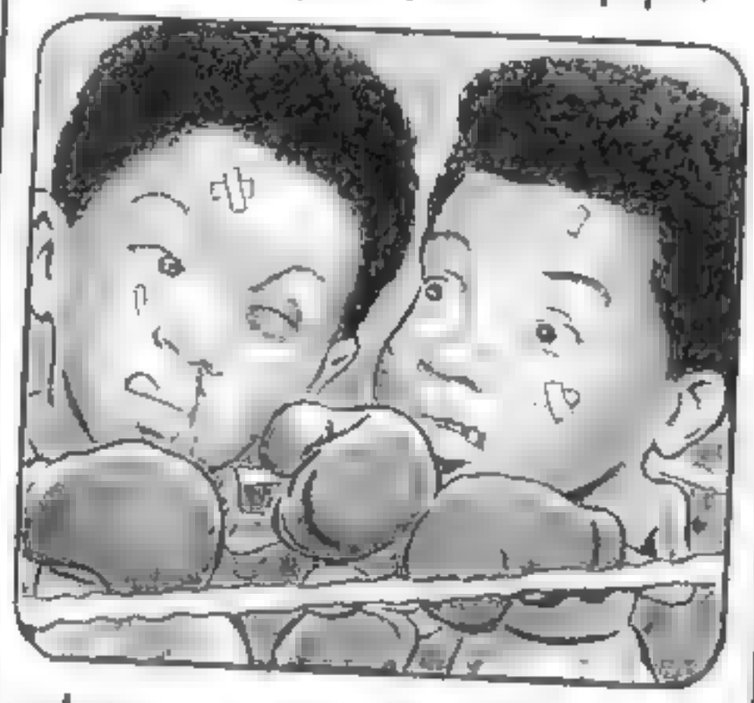
Future Felons Fridays!

Catch them all...Before they "went bad"!

Racist stereotypes from our TV past that'd get your FCC License revoked today!

Our most Politically-incorrect Marathon ever! watch it ...just don't tell anyone you did!

It's the "battle of the pint-sized black kids adopted by rich white people"!



Webster vs. Arnold (of Diff'rent Strokes)

6:00 WEBSTER	7:30 DIFF'RENT STROKES
6:30 DIFF'RENT STROKES	8:00 WEBSTER
7:00 WEBSTER	8:30 DIFF'RENT STROKES

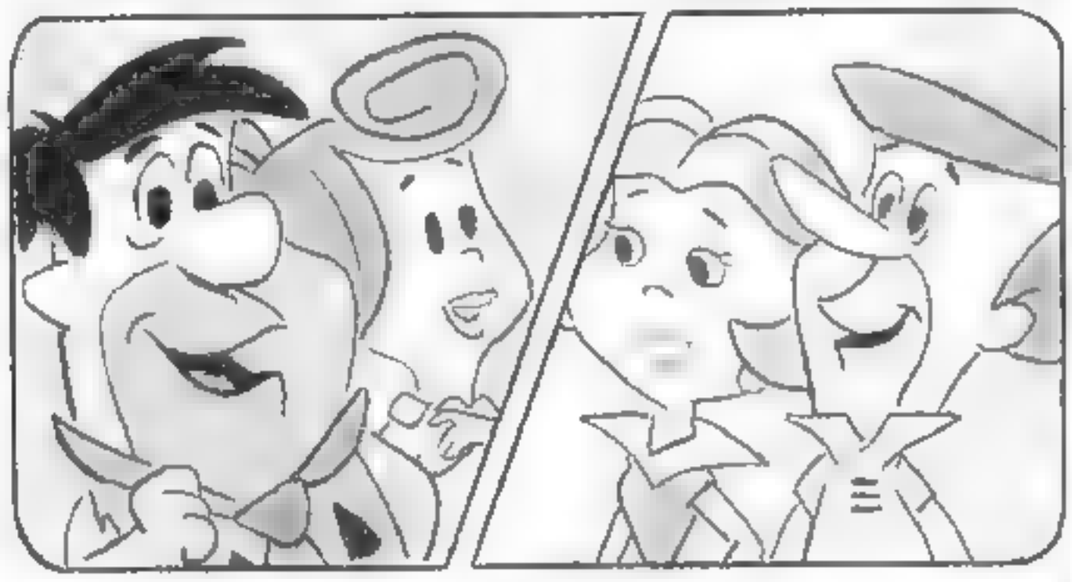
Old Tv series with exact opposite premises

BEVERLY HILLBILLIES:
Country folks move to the city

GREEN ACRES:
City folks move to the country

THE FLINTSTONES:
Contemporary cartoon family in the past

THE JETSONS:
Contemporary cartoon family in the future



ALL IN THE FAMILY:
Right-wing parent; liberal kids

FAMILY TIES:
Liberal parents; right-wing kid

LOST IN SPACE:
Humans in space trying to return to Earth

MY FAVORITE MARTIAN:
Alien on Earth trying to return to space

Which Bud Bowl team will "win" this year...WHO GIVES A RAT'S ASS!?!

BUMP ON A LOGIC DEPT.

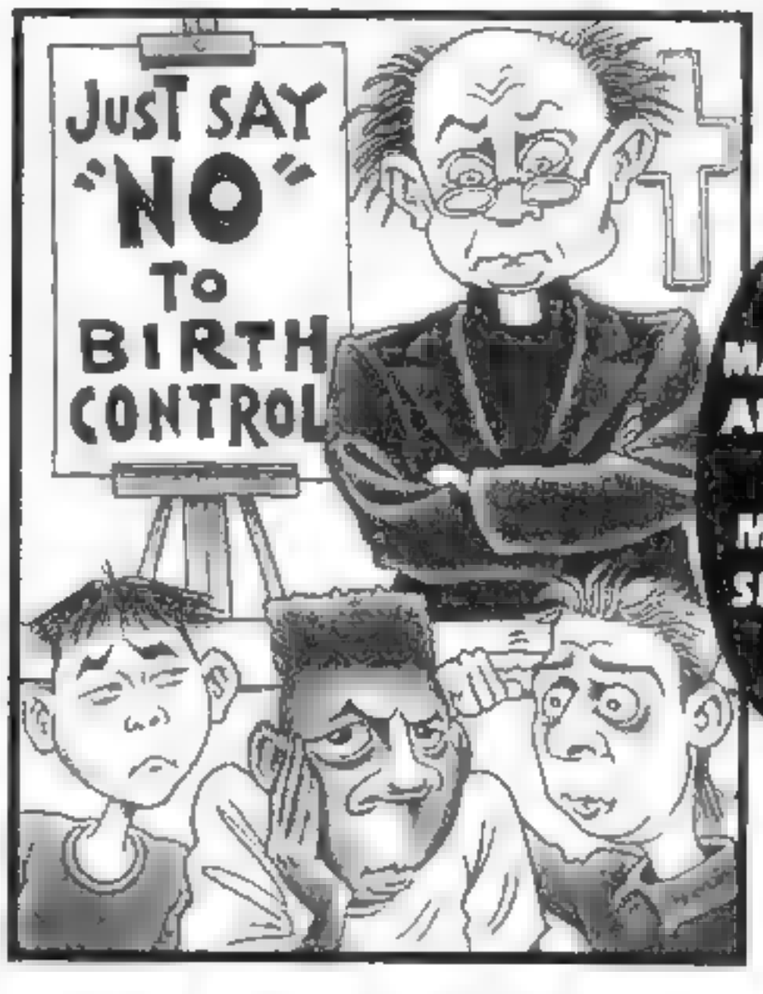
As all astute MAD readers will recall, a few issues back we took it upon ourselves (as we often do!) to modernize those lovable, though hopelessly outdated, "that makes about as much sense" wisecracks. You know the ones we mean—"That makes about as much sense as a pickpocket at a nudist colony." Snide? Certainly! But hardly au courant! That's where we come in (fa fa fa!) with a new twist on an old twist! Yes, it's biting, it's relevant, it's two lousy pages of...

"MAKES ABOUT AS MUCH EQUIVALENCY CL (PART TWO)

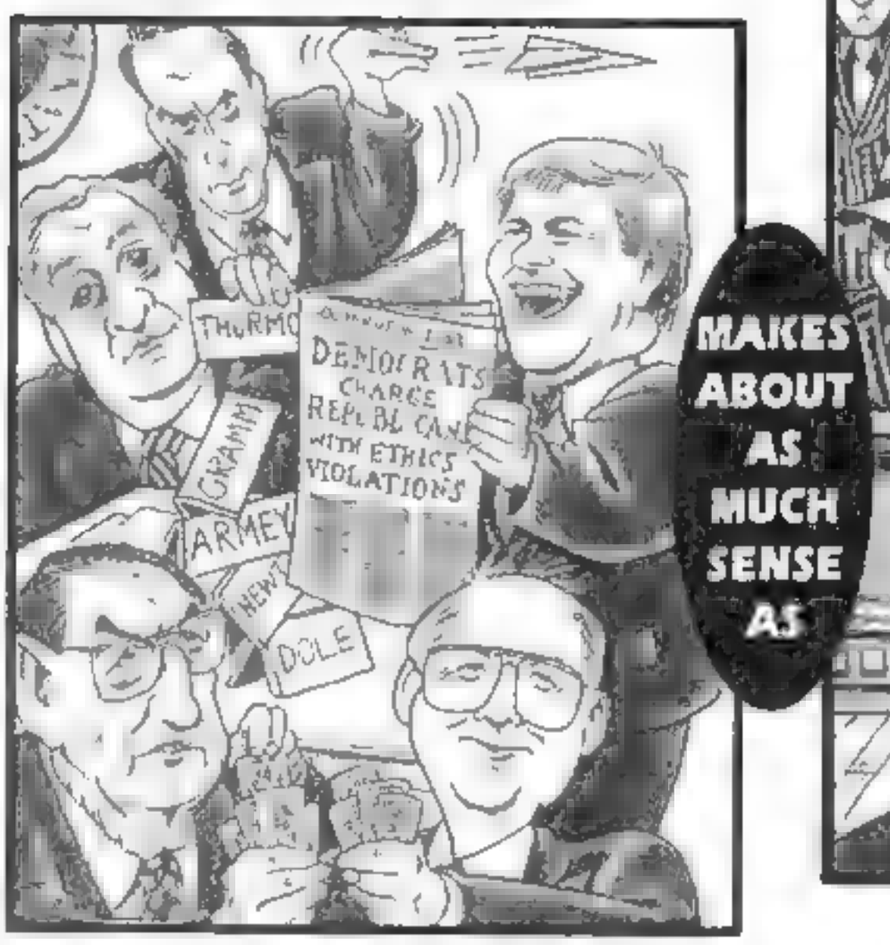
Watching the Home Shopping Network...

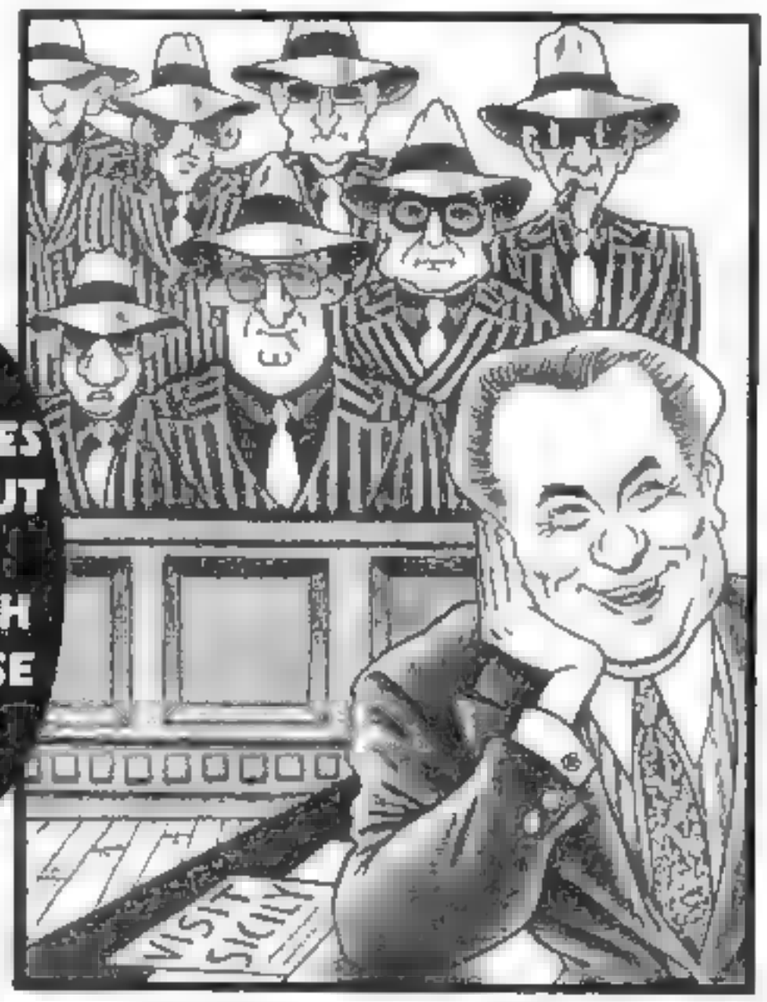
...going to a mall and just staring into the "Overpriced Junk Jewelry Shoppe" for hours!

Getting contraceptive advice from your priest...



Letting Congress investigate wrongdoing by its own members...





...having John Gotti pick his own jury!

Lugging around a "portable" stereo the size of a coffee table...

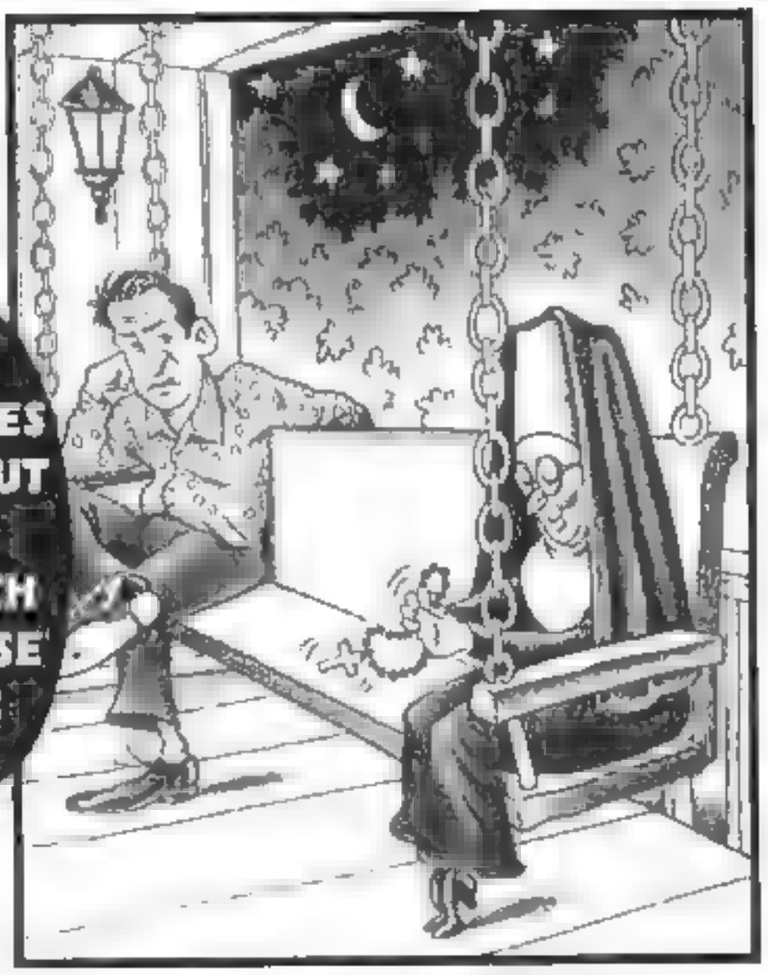
THE SENSE" HART

ARTIST: RICK TULKA

WRITER: MIKE SNIDER

Having a goldfish as a pet...

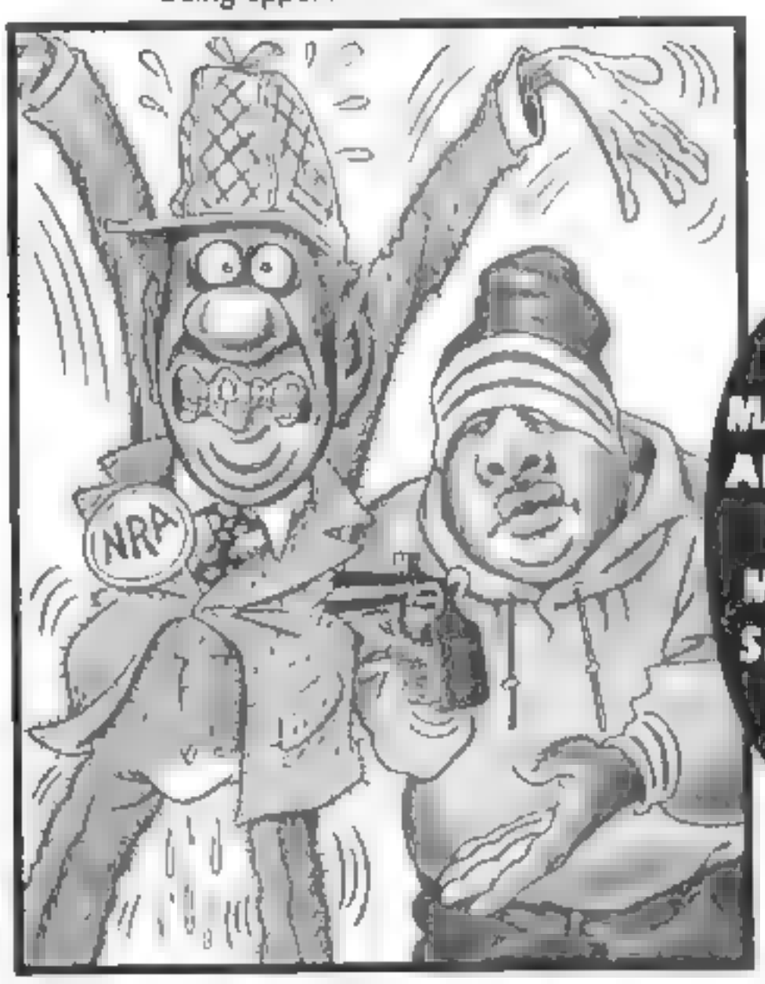
MAKES ABOUT AS MUCH SENSE AS



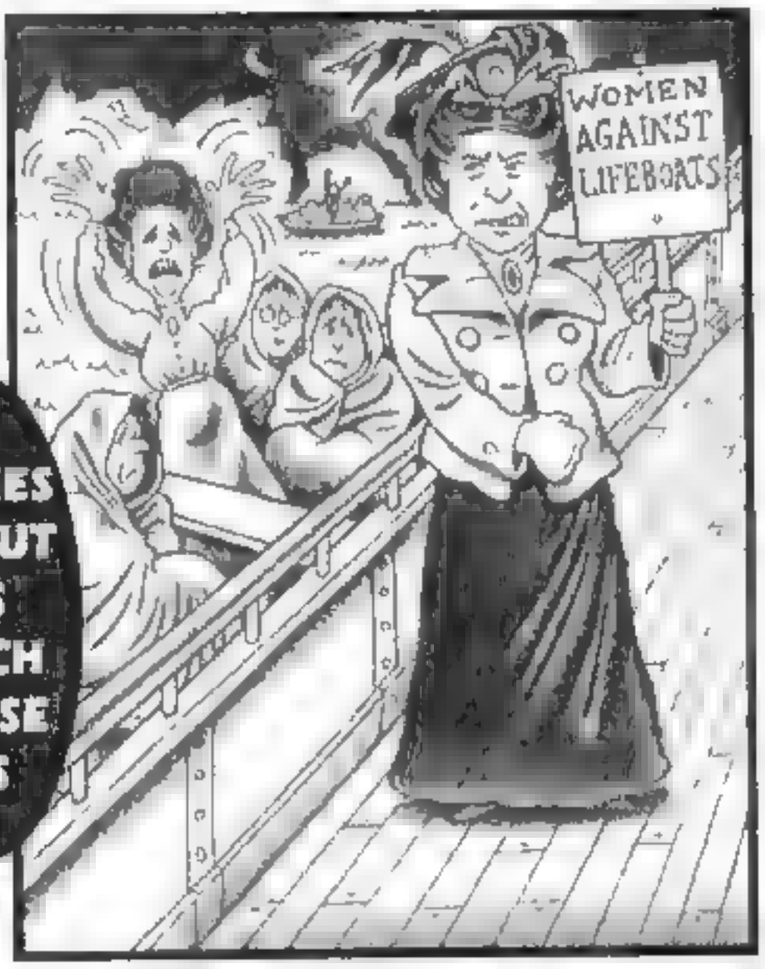
...having a nun as a girlfriend!

...asking the Surgeon General to recommend a good cigarette!

Being opposed to Gun Control...



MAKES ABOUT AS MUCH SENSE AS



...being a passenger on the Titanic opposed to lifeboats!

...playing piano in a marching band!

Hoping to see Shaq win a Grammy...

MAKES ABOUT AS MUCH SENSE AS

...waiting for the Chicago Bulls to draft Danny DeVito!

ACHES AND WANES DEPT.

It is commonly accepted among ignoramuses everywhere that humankind forever moves forward in the name of "progress." But what is "progress" anyway, huh? Personal computers? Not when you consider carpal tunnel syndrome. ATM's? Not when you consider everyone who's been held-up at gun point at 24-hour banking centers. Nuclear energy? You must be joking! Now some creep named Nukpar can build a bomb in his backyard and blow up the entire Western Hemisphere! Our point is simple: for every "progressive" action there is a disastrous reaction. Yes, we pay a heavy price indeed for "progress." And to belabor this point senselessly, here's...

AILMENTS OF MODERN TECHNOLOGY

ARTIST: MONTE WOLVERTON WRITER: DAVID CONNOR

Clicker Separation Anxiety

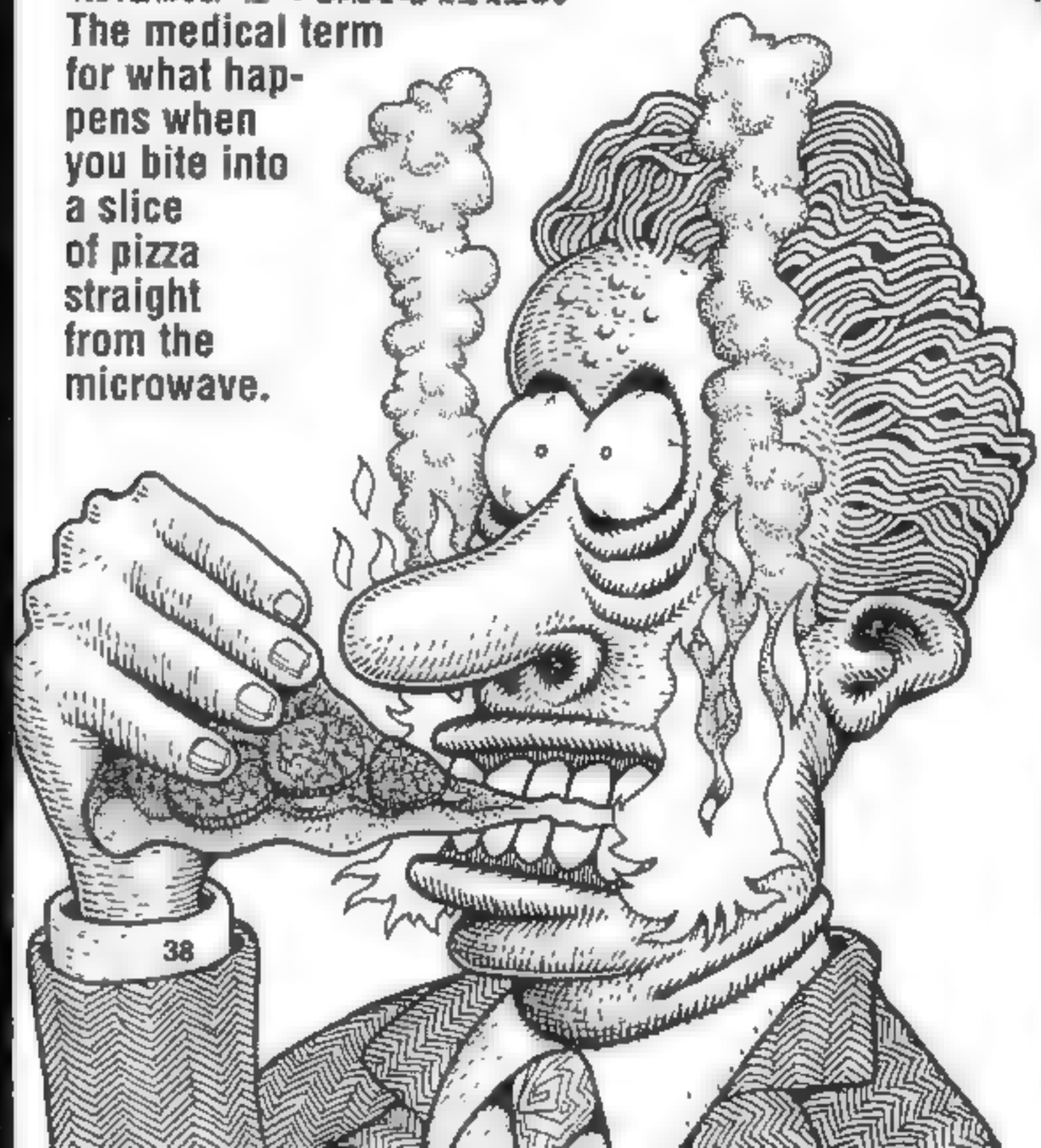
A condition with symptoms ranging from feelings of helplessness to finger spasms brought on by watching TV while someone other than yourself holds the remote control.

Lap-arotomy

The process of reopening your laptop after you have pinched a roll of fat in it.

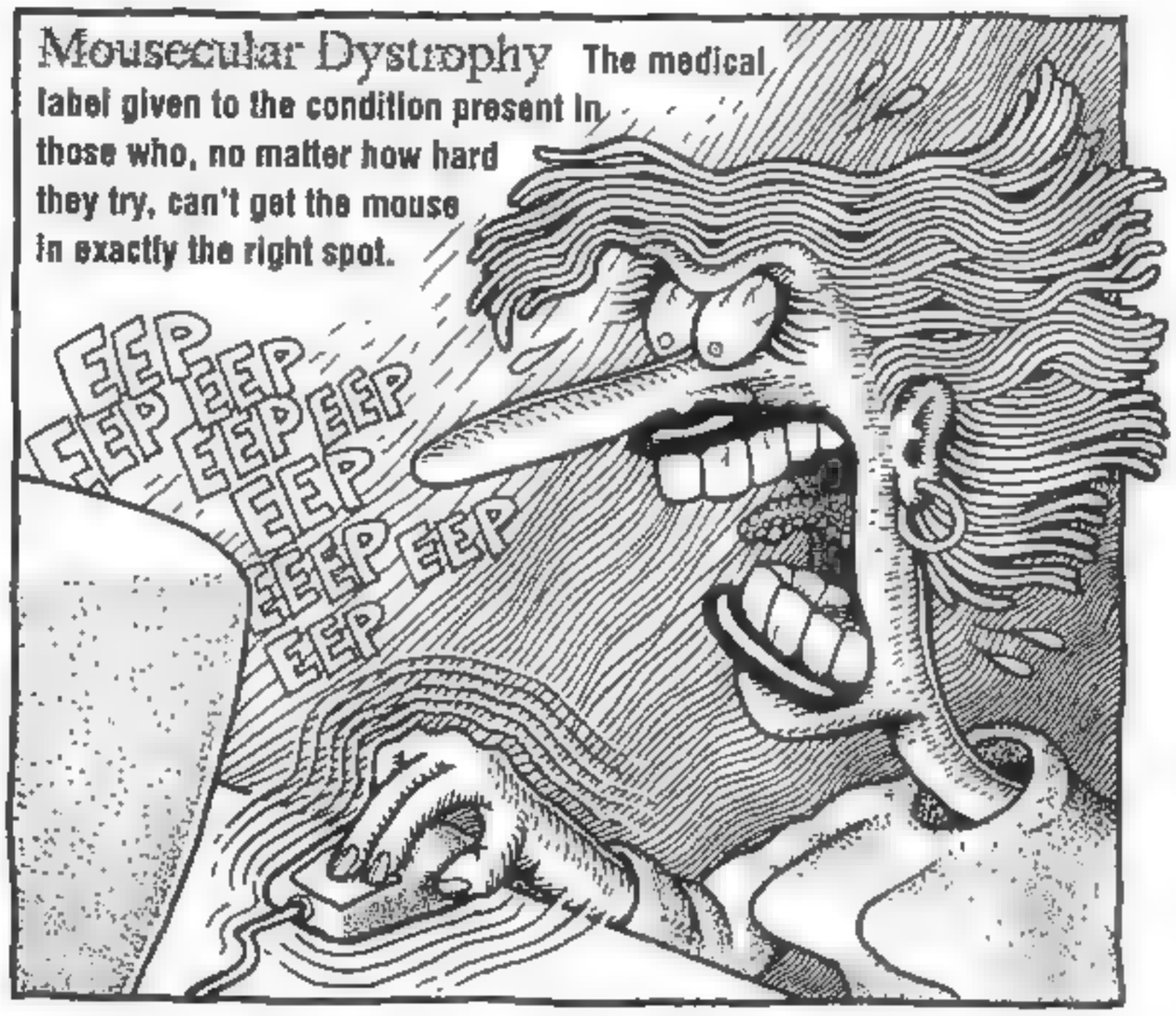
Oral Nukemia

The medical term for what happens when you bite into a slice of pizza straight from the microwave.



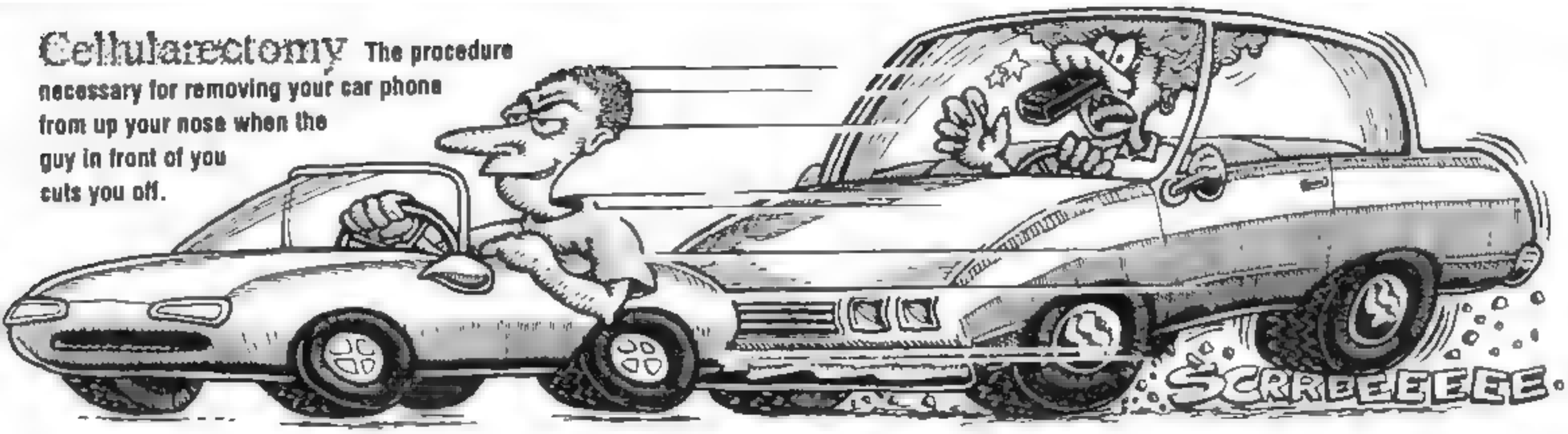
Mousecular Dystrophy

The medical label given to the condition present in those who, no matter how hard they try, can't get the mouse in exactly the right spot.



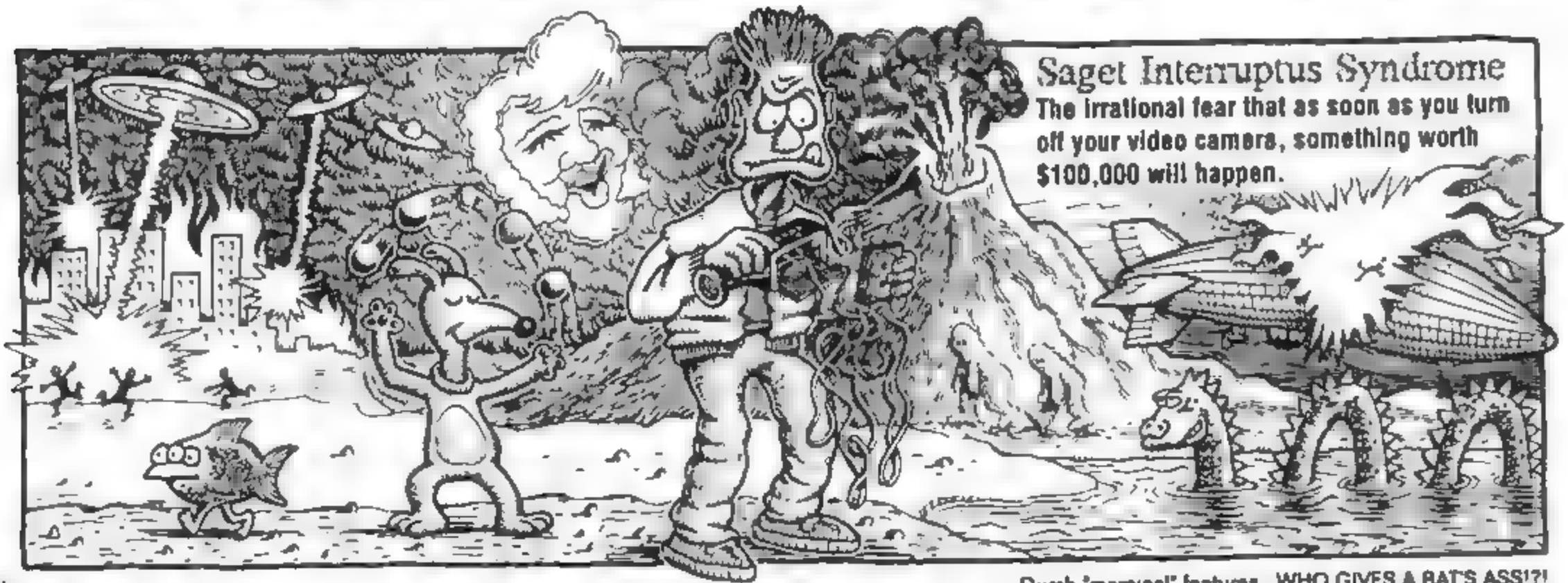
Cellulaectomy

The procedure necessary for removing your car phone from up your nose when the guy in front of you cuts you off.



Saget Interruptus Syndrome

The irrational fear that as soon as you turn off your video camera, something worth $100,000 will happen.



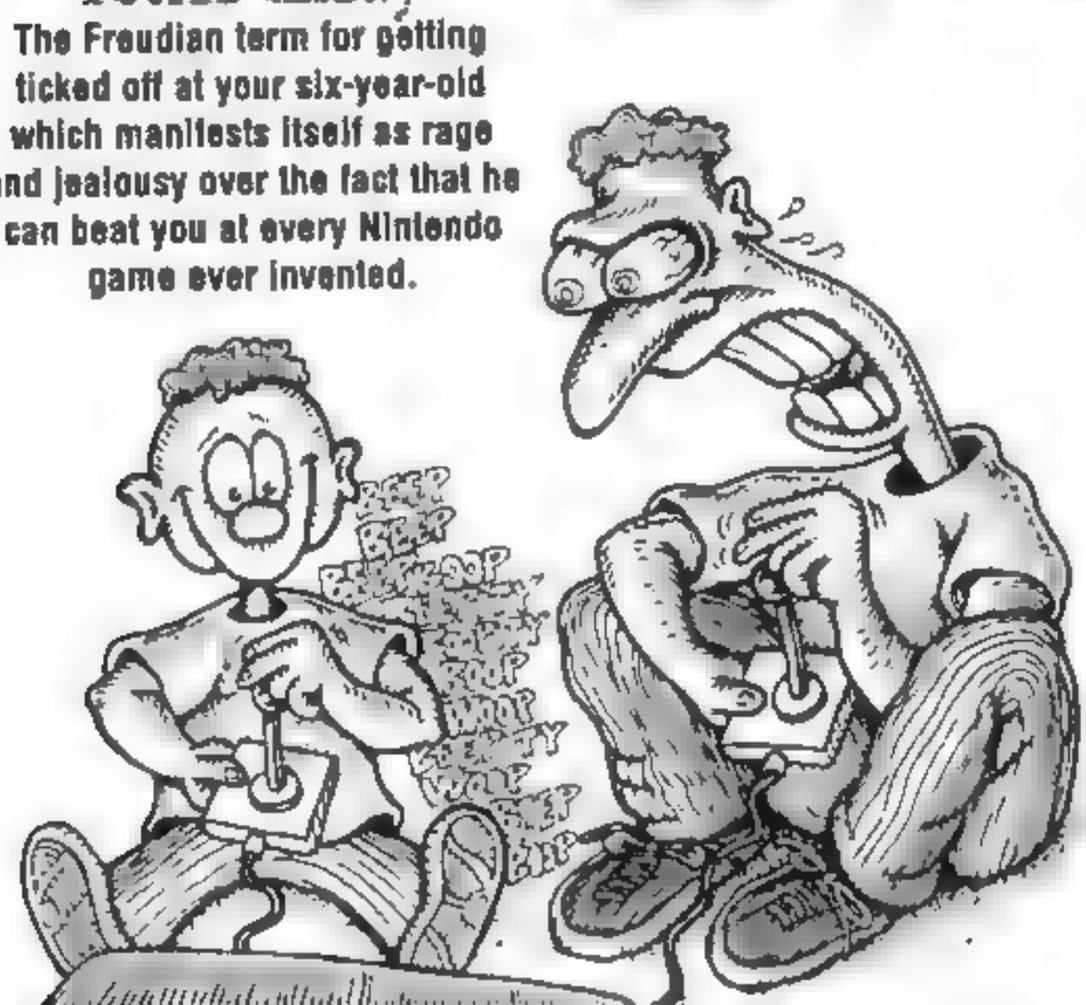
Dumb "marginal" features. WHO GIVES A RAT'S ASS!?!

Inner Ear Infaxion

Ear damage caused by that shrill beeping you hear when you accidentally dial a fax number instead of a phone number.

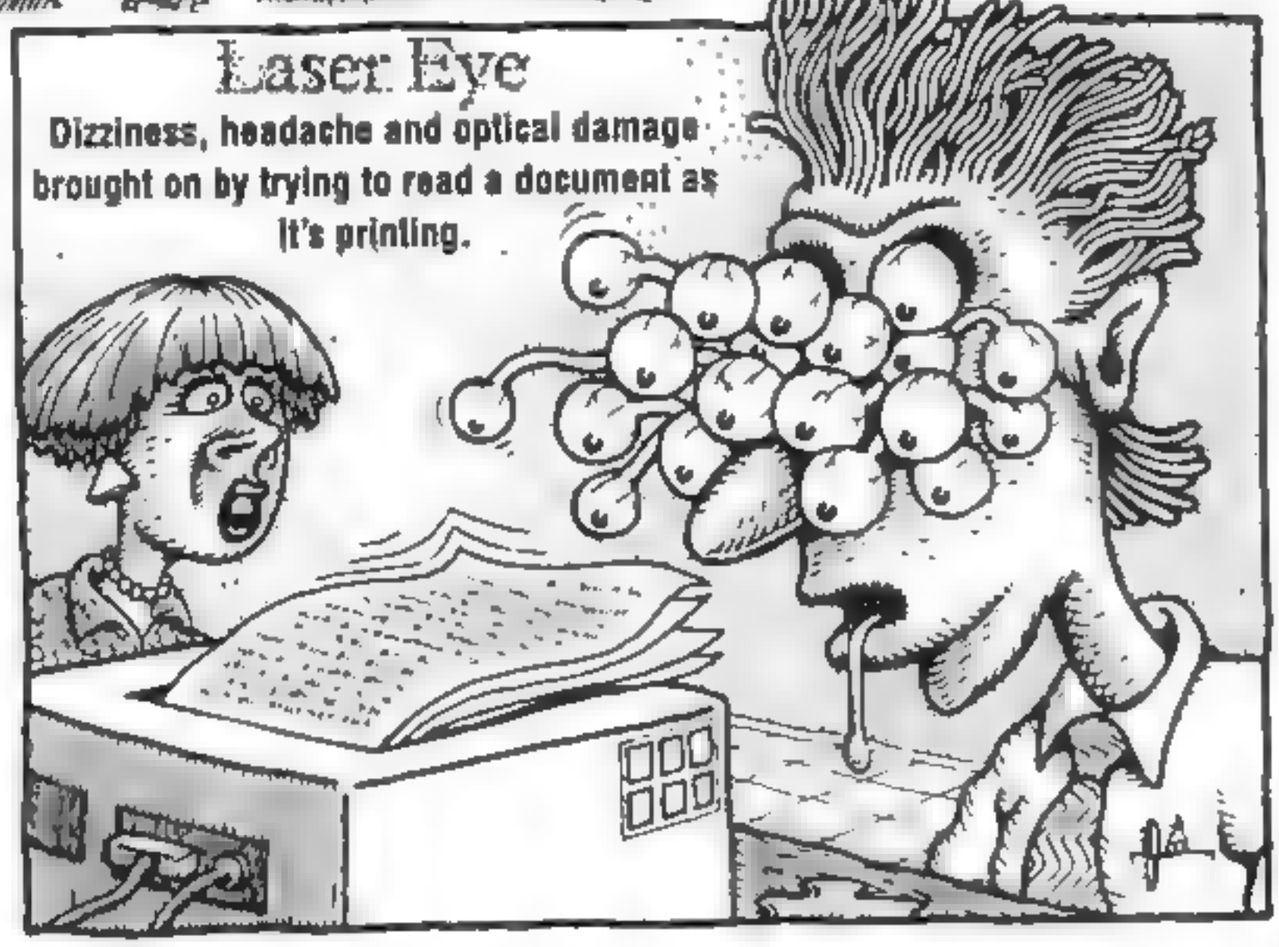
Tetris Envy

The Freudian term for getting ticked off at your six-year-old which manifests itself as rage and jealousy over the fact that he can beat you at every Nintendo game ever invented.



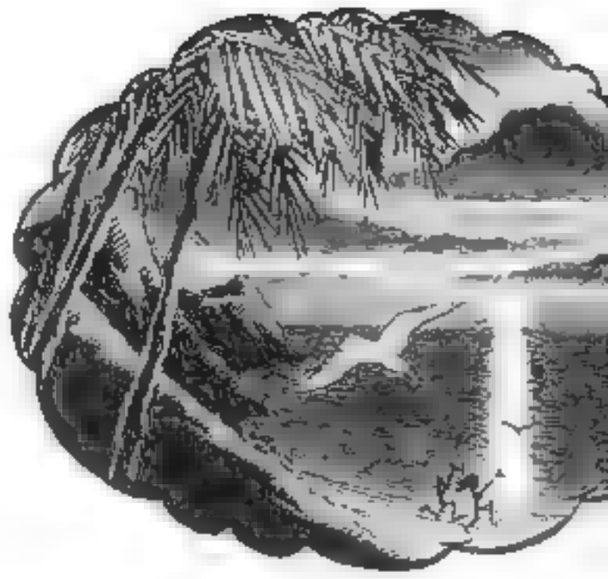
Laser Eye

Dizziness, headache and optical damage brought on by trying to read a document as it's printing.



THE JEOPARDY! GAP

The difference between your pile of imaginary game show winnings at home, and how you'd really do in front of an audience, under hot lights, on national TV.



A PAIN IN THE CREVASSE DEPT.

Through the years there have been many gapes. For instance, the Generation Gap (where you think the music of today is absolutely fabulous and your parents think it's noise). The Budget Gap (the amount between what you spend every month and what you earn). The Credibility Gap (what Newt Gingrich says and what he really means). And the Baby Gap (which is a great store for yuppies to buy clothes for their kids, but it has nothing to do with this article)! But that ain't all, folks! There are some darn major gaps that have been missed completely! So, before that gap in your head gets even wider here's MAD's list of some...

THE SIMON & SCHUSTER GAP

The difference between the cash advance paid to the professor who's slaved for 35 years on his manuscript about the geopolitical causes for global recession, and how much they bid for the secrets of Amy Fisher's orthodontist.

RAD NOT GAP

ARTIST· GEORGE WOODBRIDGE

THE ARENA ROCK GAP

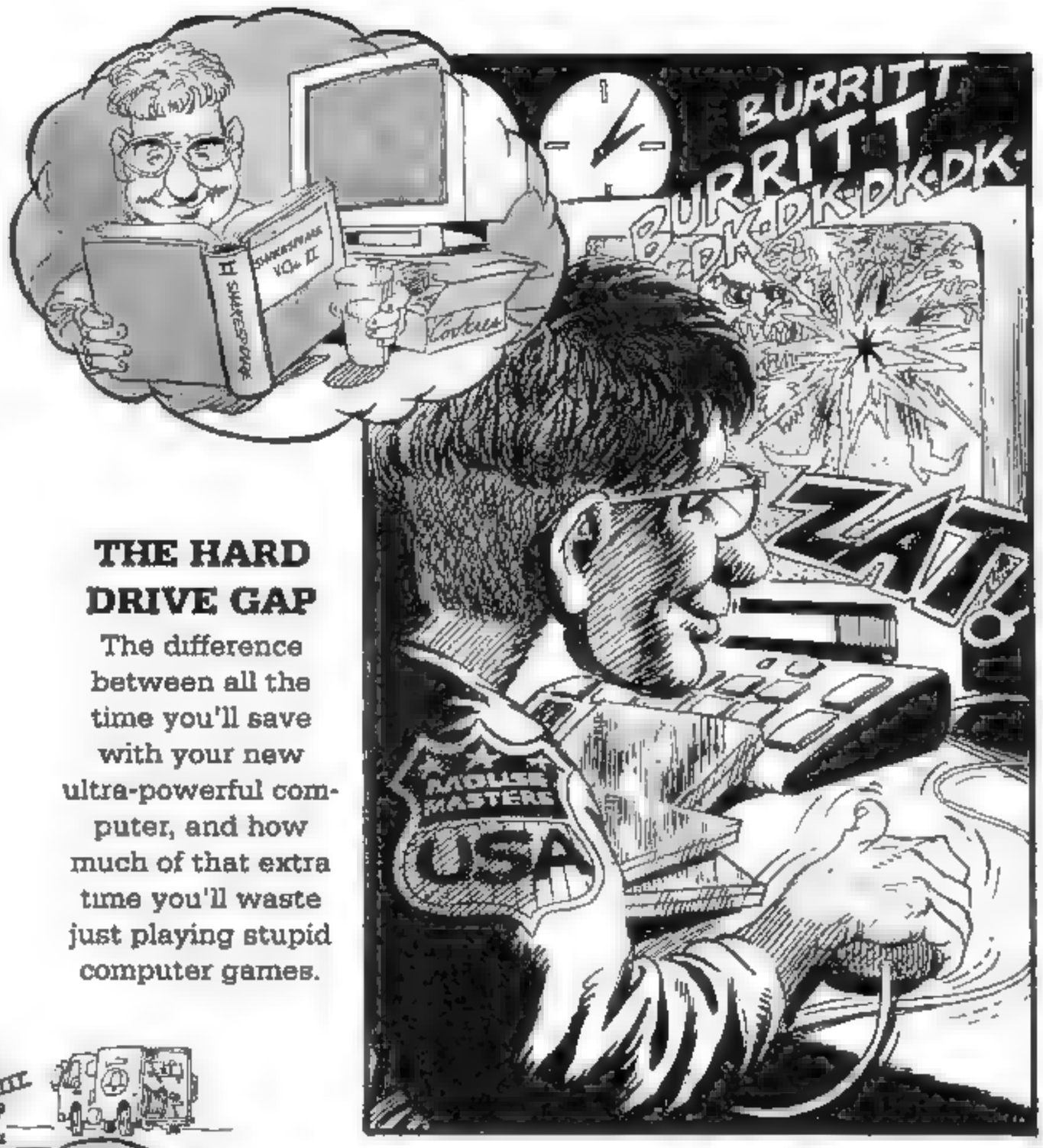
The difference between the eardrum-blastin' CD you listen to at home, and that same singer live on stage, without echo, reverb, 64-track recording or an overdub deck.

THE HARLEQUIN GAP

The difference between the swept-away passion that burns like wildfire in romance novels, and enduring the sweaty fumblings of some teenage stud with all the lasting power of a fuel-injected funny car.

THE VACATION GAP

The difference between the picturesque charm of your travel brochure, and the current reality after the civil war you never noticed on page 42 of your newspaper last month.

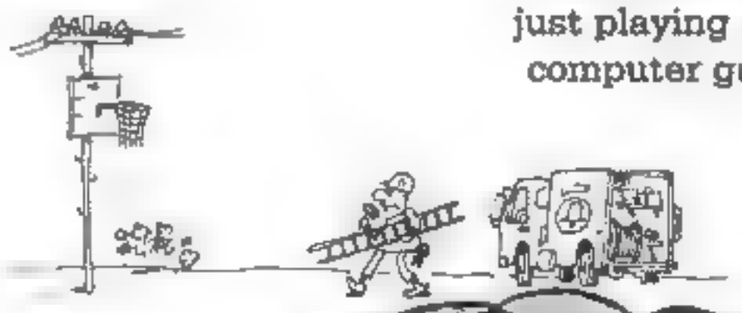


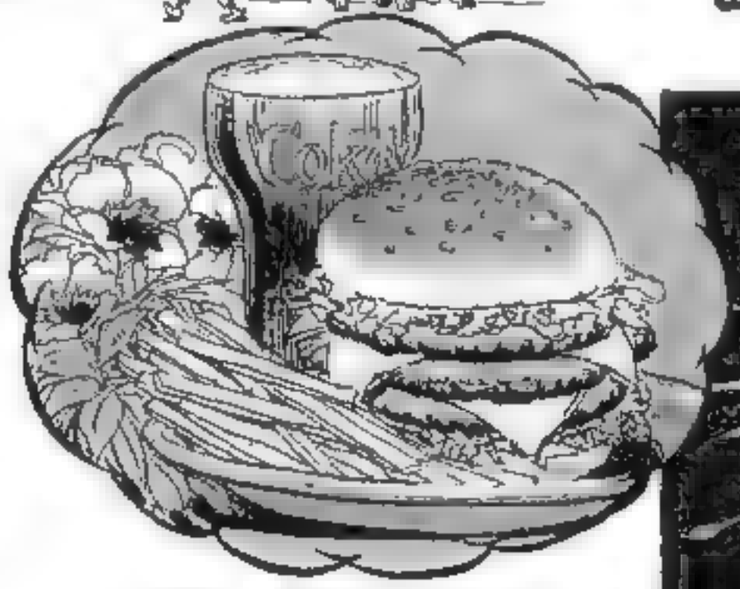
THE HARD DRIVE GAP

The difference between all the time you'll save with your new ultra-powerful computer, and how much of that extra time you'll waste just playing stupid computer games.

RELY
NCED
APS

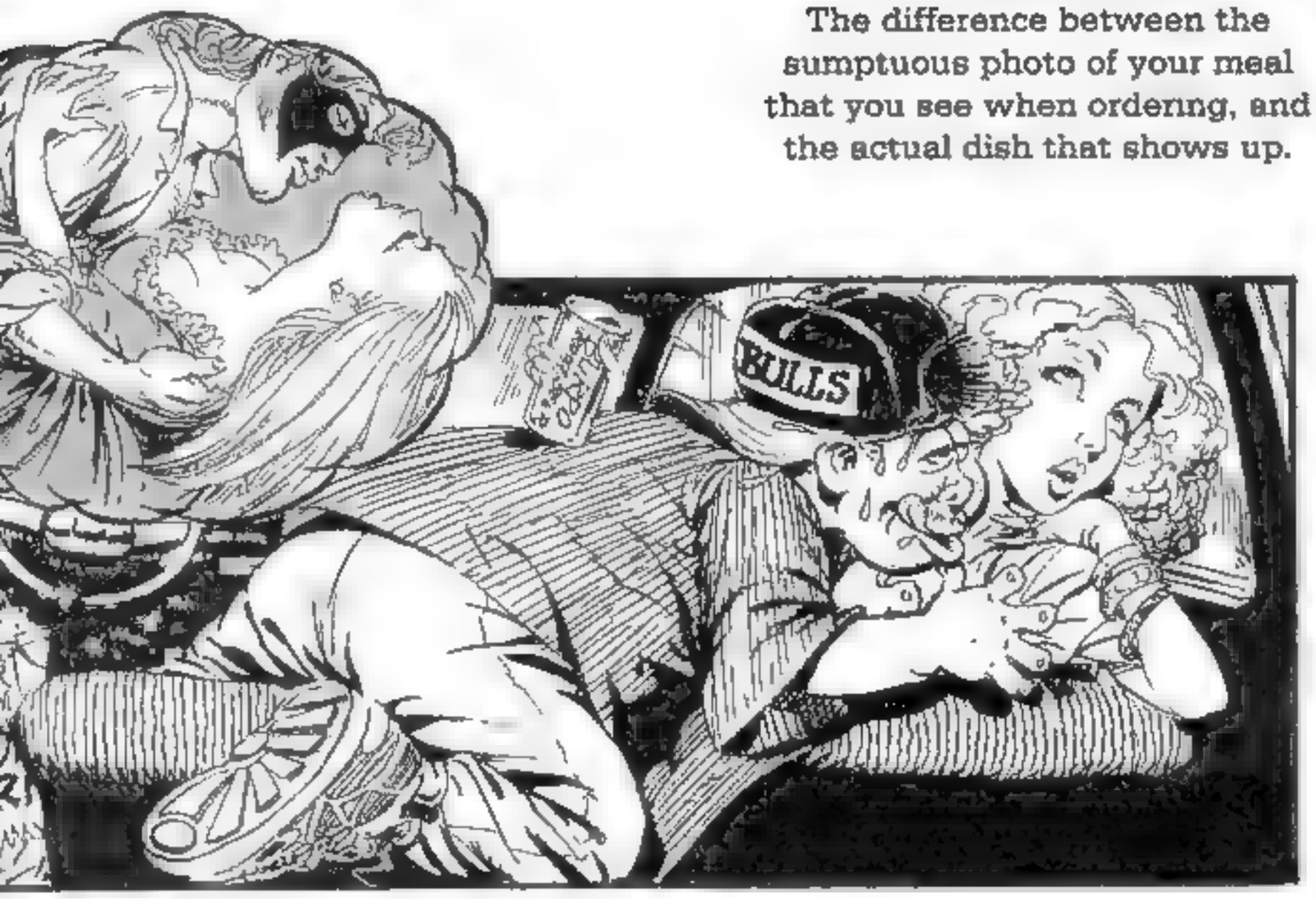
WRITER: DESMOND DEVLIN



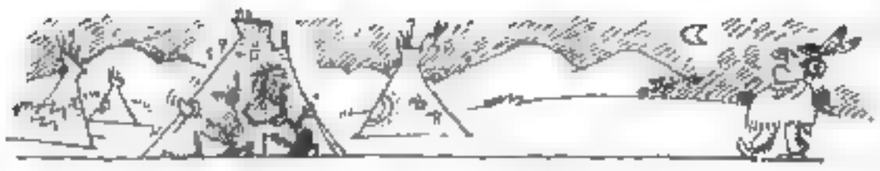


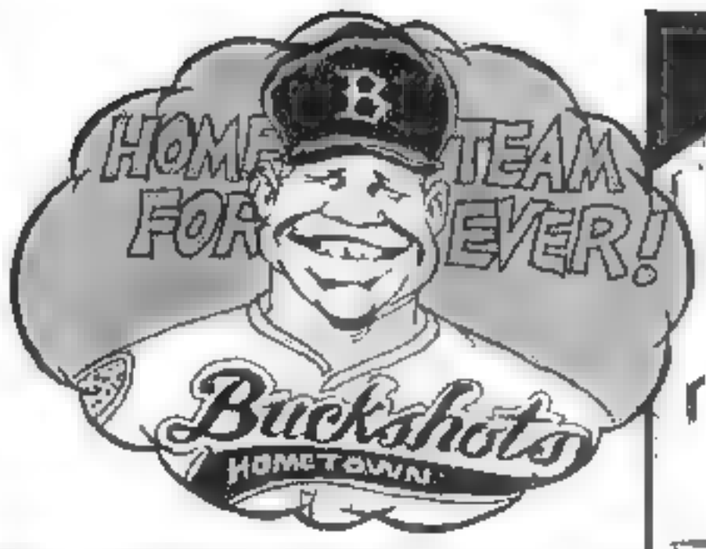
THE MENU GAP

The difference between the sumptuous photo of your meal that you see when ordering, and the actual dish that shows up.



RARELY NOTICED GAPS



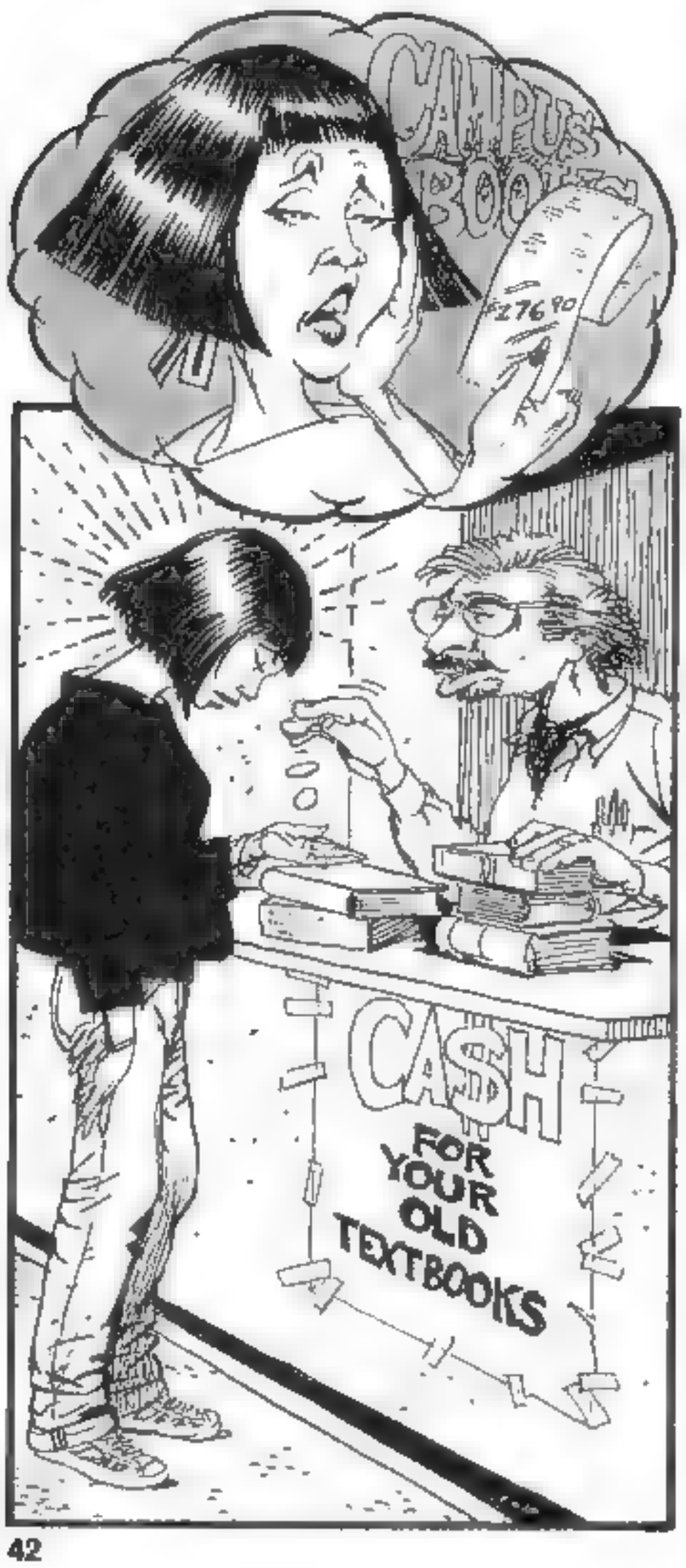


THE STEINBRENNER GAP

The difference between the beloved "hometown image" sports team owners talk about whenever they want a rent-free stadium, and how quickly they'd pack up and haul ass to the next beloved hometown that tops the current offer.

THE TEXTBOOK GAP

The difference between how much your college bookstore charges you for your textbooks in September, and how much they say your books are worth when you sell them back four months later.



THE YEARBOOK GAP

The difference between the regular way you looked during the other 1,459 days of high school, and the way you looked the day they took your photo.

THE GOODWRENCH GAP

The difference between how much a mechanic charges when you tell him that your intake valve stems are probably frayed, and how much he charges when you tell him there's an "unkita-unkita" sound in your car's tummy.

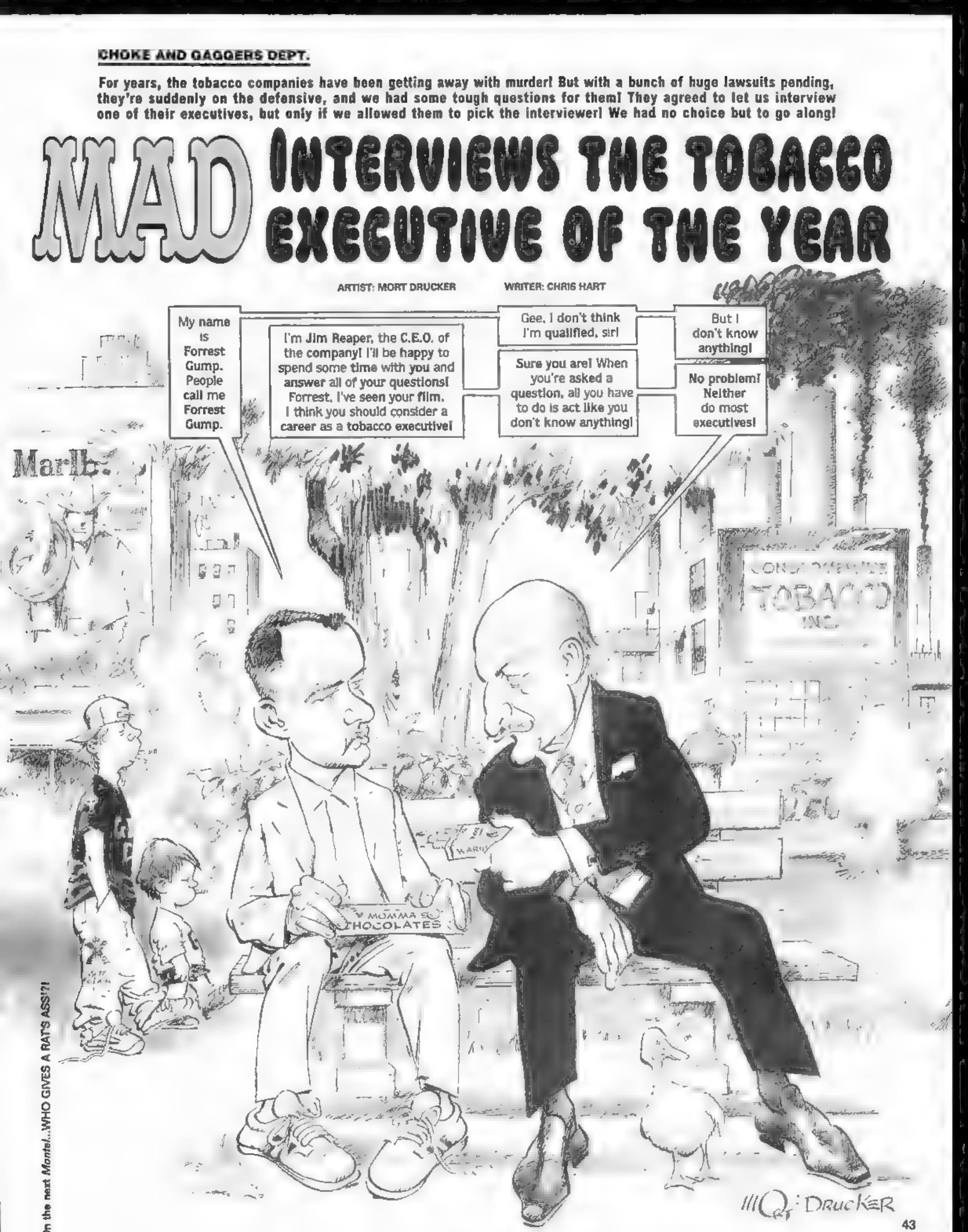
The results of any *Entertainment Tonight* phone-in poll...WHO GIVES A RAT'S ASS!?!

CHOKE AND GAGGERS DEPT.

For years, the tobacco companies have been getting away with murder! But with a bunch of huge lawsuits pending, they're suddenly on the defensive, and we had some tough questions for them! They agreed to let us interview one of their executives, but only if we allowed them to pick the interviewer! We had no choice but to go along!

MAD INTERVIEWS THE TOBACCO EXECUTIVE OF THE YEAR

ARTIST: MORT DRUCKER WRITER: CHRIS HART


My name is Forrest Gump. People call me Forrest Gump.
I'm Jim Reaper, the C.E.O. of the company! I'll be happy to spend some time with you and answer all of your questions! Forrest, I've seen your film. I think you should consider a career as a tobacco executive!
Gee, I don't think I'm qualified, sir!
Sure you are! When you're asked a question, all you have to do is act like you don't know anything!
But I don't know anything!
No problem! Neither do most executives!
Marlb.
TOBACCO INC.
MOMMA'S CHOCOLATES
MARY
MORT DRUCKER

On the next *Montel*...WHO GIVES A RAT'S ASS'?!

SMOKE

1 0 2 6 1 9

Doesn't it make you feel bad when you see billboards that count off the number of smoking deaths?

Sure! It's sad any time you lose a customer!

I'd like you to meet our chief legal counsel! You can ask him anything and he has an answer! He hasn't lost a case yet!

My momma always said, "You are responsible for your deeds!" If your product makes people die, shouldn't you have to pay?

Absolutely! But how are you defining "death"? Are we talking about brain death? Near death? When a Broadway show dies? Death is too vague a term!

I'm very confused! I don't know what he just said!

See what I mean? Is this guy great or what?

NO SMOKING

NO SMC

THE BUTT STOPS HERE!

NO SMOKING

Smokers assume the risks associated with smoking because the warning label on the pack states that they cause cancer!

I'm confused again! You say smokers knowingly assume the risks, but you keep telling the public that cigarettes don't cause cancer! Which one is it?

Whichever we can get away with when testifying in court or before Congress!

WARNING

You sure have a lot of folks suing you! Won't you have to give out a lot of money?

Are you kidding? We've never paid out a dime in damages and we never will! Thanks to our justice system, we can stretch out the proceedings until the plaintiff either goes broke or dies from — how shall I put this — "natural" causes! Heh heh!

Gus is the head of our investigative team! His job is to show how a plaintiff's cancer could have been caused by something other than smoking!

Just what I was looking for! In 1973, the plaintiff defrosted a Pop Tart in a microwave oven that had a dent in it!

Gee, can that really cause lung cancer?

Hey, pal, it was a really big dent!

44

We give millions of dollars each year to sponsor public television shows and museum exhibits!

You and the arts must be like peas and carrots for you to care about them so much!

Arts farts! We just want to get our corporate logo associated with something that isn't lethal! If only *Sesame Street* would let us sponsor them!

TOMATO ON A STICK

We train our lobbyists to keep a straight face while lying to Congressional committees!

Wow! Is that real hard?

You know it! Our boys are facing the most accomplished liars in the country!

Senators, we believe that there is still no proof that smoking causes cancer!

PROPERTY OF PHILLIP MORRIS CORP.

One of our biggest supporters is Senator Jesse Helms! Even though he professes to be a fiscal conservative, he sees to it that tax payers shell out millions of dollars each year to the tobacco growers!

My momma always said, "Always make sure to thank a man when he does you right!"

We already do! It's called a campaign contribution!

The Clinton administration wants to pay for Universal Health Insurance by imposing a hefty tax on cigarettes! Believe it or not, we actually support the idea 100%!

How come?

Because then the government would be forced to encourage smoking to pay for its program! With schmucks like Clinton in office, who needs lobbyists?

I thought it was illegal for you guys to advertise on TV!

We're not! These billboards are for the twelve fans in the bleachers, not the nine million people who are going to see them while watching the game on TV!

Oh, that makes sense! I guess it's okay then...

You see, Forrest, you're not so dumb after all! You're just as smart as those morons at the F.C.C.!

ENJOY THE FLAVO

WARNING..

HIT SIGN -- WIN CARTON ABE STARK TOBACCONIST EBBETS AVE

LIGHT UP!

You sure see a lot more advertisements for cigarettes in black communities!

That's because we target the poor and the less fortunate who might not otherwise know the joys of smoking!

But they don't have much money!

Yeah, and they have even less political clout! Tobacco companies can paper their neighborhoods with their toxic messages, and no one in the state capitol even blinks an eye!

SMOKE

AJ CIGARETTES

LIGHT UP!

Look, here's an opinion piece in the paper that refutes the theory that secondhand smoke is as lethal as firsthand smoke!

Really? That's surprising!

Not at all! We wrote it! What's surprising is that a newspaper would let us run paid advertisements masquerading as real editorials! What a great con!

MAX KORN WINS U.S. OPEN IN STRAIGHT SETS

MAN RUN OVER BY STEAMROLLER AND LIVES

45

VICTIM "THIN BUT HAPPY"

Are the tobacco companies the only ones who don't believe that cigarettes cause cancer?

No! A lot of people believe that the link between smoking and cancer is a complete myth!

Really? Like who?

Members of the Flat Earth Society, Holocaust deniers and anyone who's made a recent Elvis sighting!

Special TOMATOES $45 lb.

Sale

Juice

SHRIMP RIDE 25¢

These guys gather proof smoking doesn't cause cancer!

What if they find that it does?

They won't with the money we pay them!

But what if folks find out that your scientists were bought off?

Who cares! Who'd believe some bribed scuzz-balls?

That one guy is stinking up the entire restaurant with his cigarette!

We view smoking as a matter of individual choice!

So if he wants everyone to gag on his smoke, that should be his choice?

Say, you catch on real quick, Forrest m'boy!

COUGH! COUGH!

Lately, Hollywood has portrayed smokers as bad guys! But smokers used to be portrayed as the good guys! Bogart smoked! John Wayne smoked! A lot of people forget that!

But didn't they also die of cancer?

I wish a lot more people would forget that!

Most folks don't trust you guys because you're against everything — even good things, like warning labels for pregnant women!

If a pregnant woman chooses not to smoke, that's her decision! But she shouldn't be allowed to make that decision for others!

Like who? The fetus? Ha, ha, ha!

EXACTLY! And what's so funny?

GASP!

We give a company physical to all of our new job applicants!

I suppose you hire mainly smokers then!

COUGH!

Are you nuts? We can't afford to hire smokers!

So then do you help them quit?

I take back what I said about you earlier! You really ARE dumb!

Exporting cigarettes to Third World countries is a huge part of our business!

But what will they think of Americans once they start dying?

Forrest, my momma always told me, "Sticks and stones can break your bones, but dirt poor, malnourished foreigners can never hurt you!"

AIR LUNGUS

CIGARETTES

My girl Jenny gave me this magazine to show you! It says that parents who smoke have kids five times more likely to develop asthma!

We knew we had to do something about that! And I'm proud to say that, God willing, a story like this will never be written again!

So you're working on safe cigarettes?

No! We're pouring tons of ad dollars into the magazine! Believe me, they'll never run a story like that again!

The original Marlboro Man died of cancer? I wonder what his last words were!

The same thing uttered by all smokers: "Got a light?"

His poor horse must have died of a broken heart!

MARLBORO MAN RIP

No, second-hand smoke!

RIP

HERE I LIE, ALAS, BECAUSE OF THAT HORSE'S ASS.

HERE LIES EMILY POLK SHE DIED OF SECOND HAND SMOKE

We hold an annual company picnic where the executives try to explain to their kids that what their mommy or daddy does for a living isn't evil!

You see, son, as long as there's a demand for something, someone's going to make money! So, why shouldn't we?

I'm glad you feel that way, pop, because I wanted to tell you that I started dealing crack!

You WHAT?!?

This has all the potential to become a legitimate business, dad! All I need are some hack scientists to do a phony study showing that it's not addictive! But even if they say it is, I'll just deny everything! What do you think?

What are you, nuts? Where did you get these crazy ideas from?

SHREDDING ROOM

FILES

CONFIDENTI

Tapes

OLLIE NORTH MODEL

Thank you for meeting with me, Mr. Reaper! This will make a good interview, if I could just remember where I placed the tape I recorded it on! Do you know where it is?

Of course! It's stored with all of our other sensitive documents!

STOP THE PRESTIDIGITATIONS DEPT.

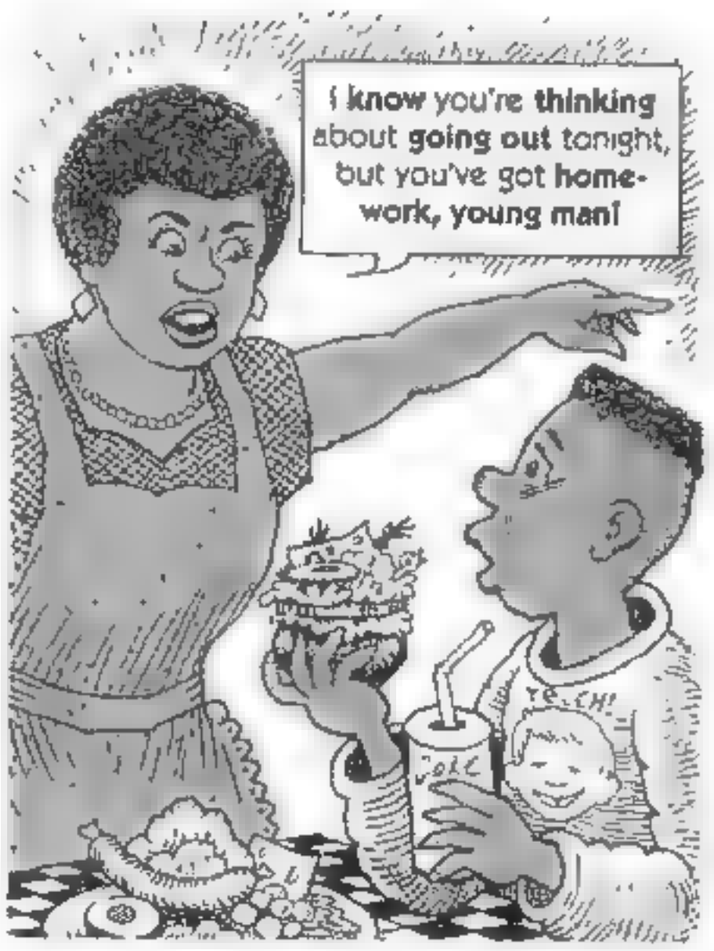
According to legend, magician Harry Houdini was able to escape from a box wrapped in chains and submerged in the icy depths of any ocean or river! Prestidigitator David Copperfield once made the Statue of Liberty disappear in front of a TV audience of millions! And illusionist Bill Clinton convinced a gaggle of news reporters that he smoked pot without inhaling! All pretty cool tricks, but not nearly as amazing as these...

Magic Tricks

ARTIST: AL JAFFEE WRITER: DARREN JOHNSON

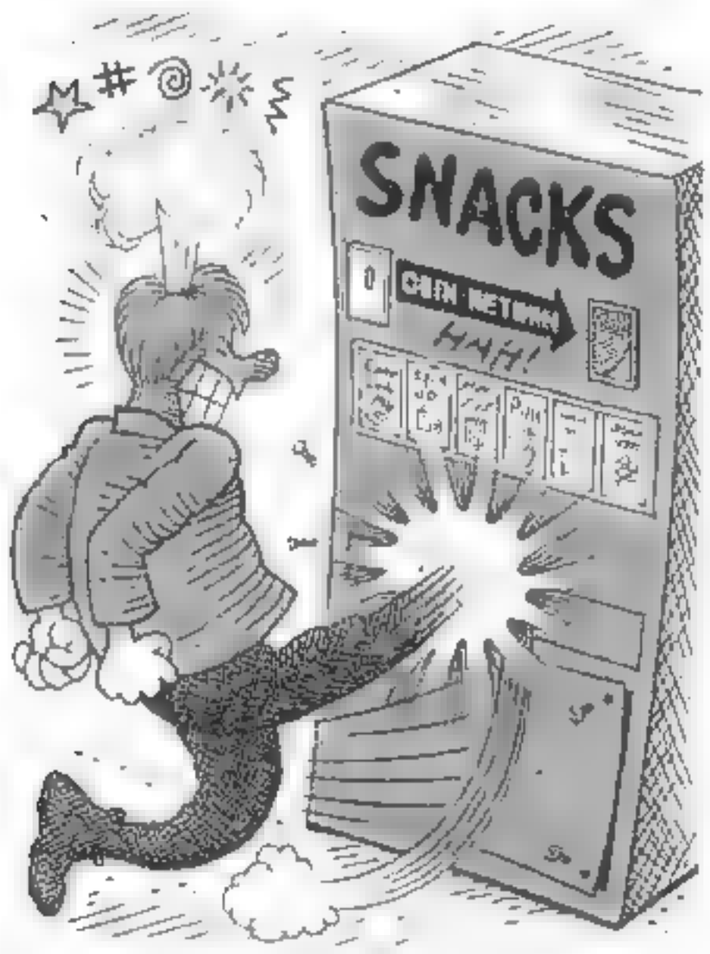
The Amazing Linking Coat Hangers

The Miracle Mental Telepathy Mom



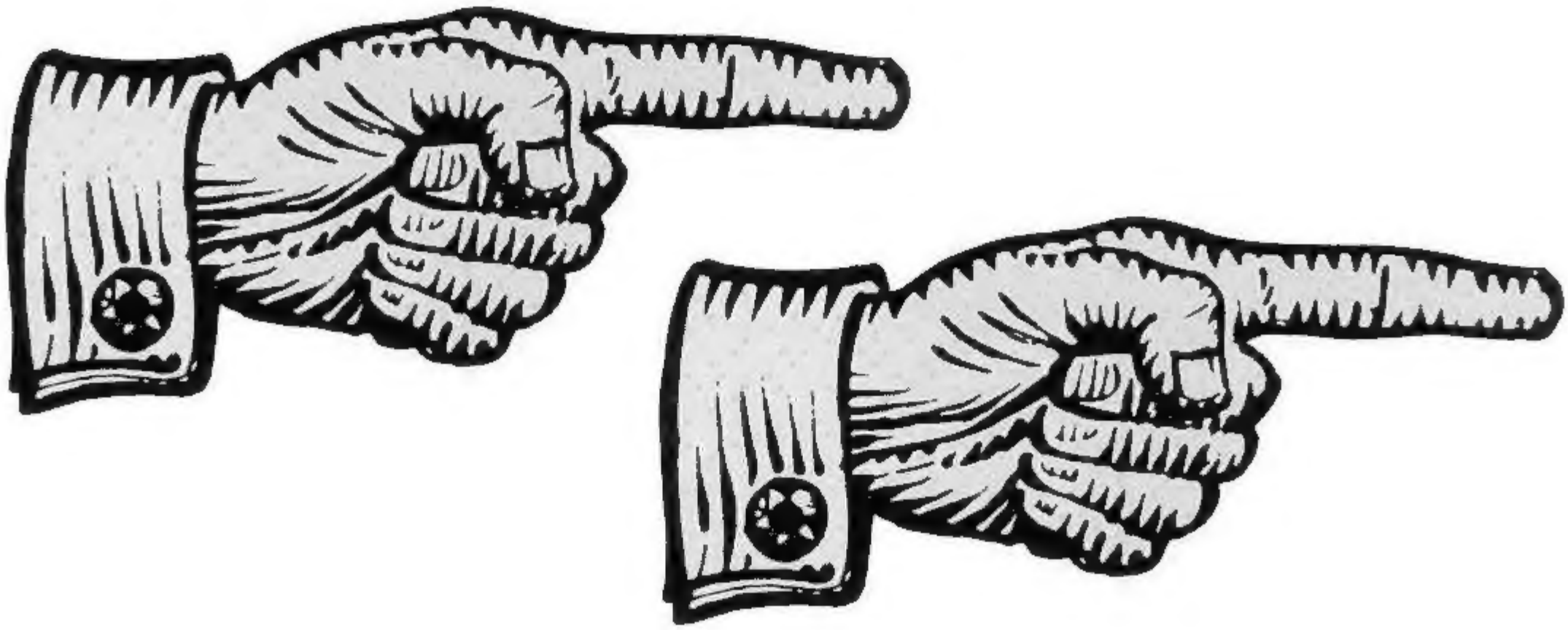
The Mysterious Electric Cord Knot

The Stupefying Vanishing Coin



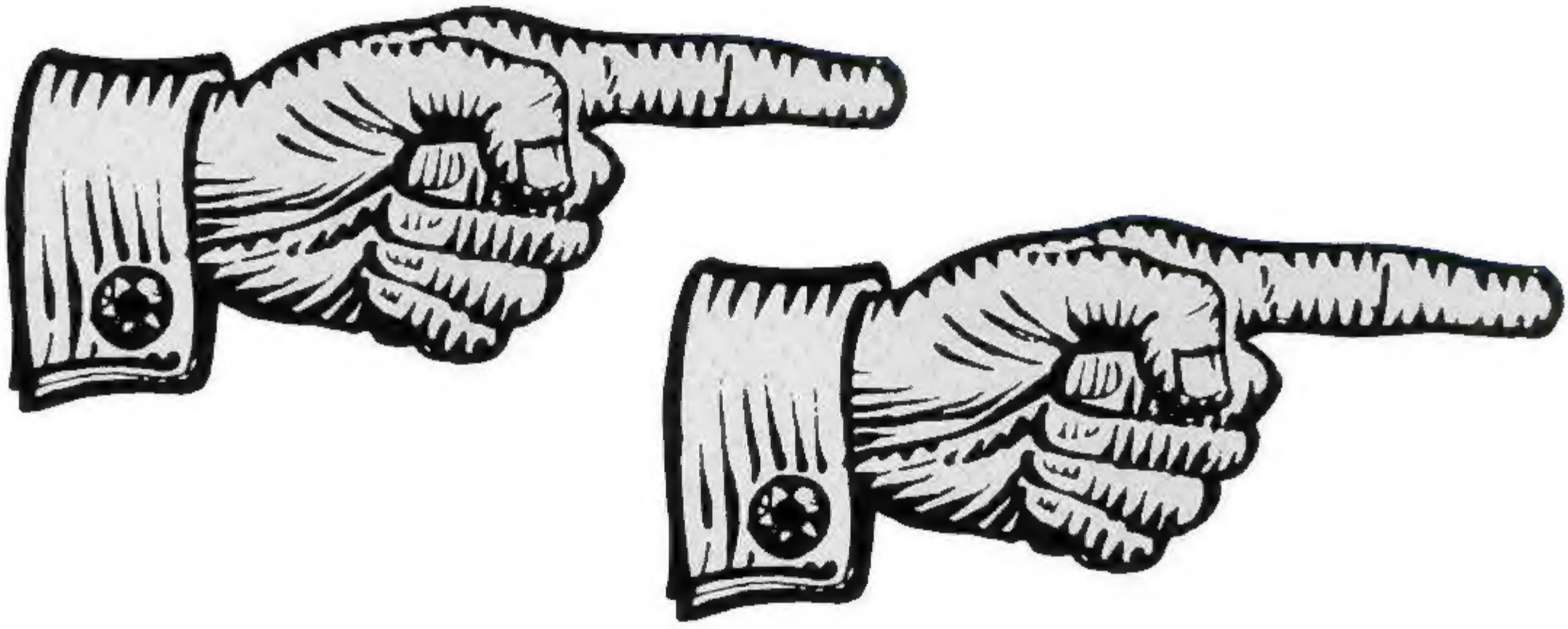
The Incredible Shrinking Cup

The Baffling Concealed Cigarette



Nothing to see here!

Please skip ahead.



WHAT DO AMERICANS HAVE TO BE TRULY THANKFUL FOR THIS THANKSGIVING?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Of all the major holidays, Thanksgiving is truly one of the most enjoyable. You don't have to spend a ton of money on gifts and it unites everyone to be thankful for one thing or another. To find out what will bring joy to us all this Thanksgiving, fold page as shown.

FOLD PAGE OVER LIKE THIS!

A ▶ FOLD THIS SECTION OVER LEFT ◀ B FOLD BACK SO "A" MEETS "B"

THIS IS THE THANKSGIVING EVERYONE WILL FIND A WHOLE LOT TO BE GRATEFUL FOR. YES, REALLY, THE ENTIRE SUMMER WAS DREARY AS FOLKS GREW TIRED OF THE BORING EVENTS THAT WERE AVAILABLE. THIS PHASE-BAD AS IT WAS--ENDED BY NOVEMBER. WE CAN ALL SIGH WITH RELIEF AND CELEBRATE WITH GOOD REASON

A ▶ ◀ B

WHAT DO AMERICANS HAVE TO BE TRULY THANKFUL FOR THIS THANKSGIVING?

FOLD PAGE OVER LIKE THIS!

A ▶◀ B FOLD BACK SO "A" MEETS "B"

FINALLY, THE END OF THE BASE-BALL SEASON

A ▶◀ B

BORE 'EM AND BAIT 'EM

MEDIA CIRCUS

HOWARD STERN

THE MAN WITH THE TOILET MOUTH

ACTS

LIMBAUGH

THE CLOWN

OPRAH

GERALDO MONTEL RICKI

CONNIE

THE INCREDIBLE SHRINKING & EXPANDING & SHRINKING & EXPANDING WOMAN

THE BUCKET BRIGADE

THE ASTOUNDING VANISHING ANCHORWOMAN

POOF!

JACK DAVIS